



Marketing and Communications Manager

Wood Dale Park District

Contact Name: Sandy Hlousek

Contact E-mail: shlousek@wdparks.org

Contact Phone: 630-948-0859

Closing Date:

Salary: \$58,000 - \$68,000

Description:

Position Summary:

This position is responsible for the development, implementation, evaluation and monitoring of marketing, public relations, and communication strategies and initiatives for the agency. The Marketing & Communications Manager performs and supervises routine and special project work for six facilities and 15 parks to promote programs, special events, facilities, and services while maintaining and enhancing the agency's image and brand. Oversees one full-time support staff and contracted vendors performing various tasks for the District, while also supporting staff as requested with preparing, proofing and disseminating information in alignment with the mission, vision and values of the District. Assists with establishing and maintaining open internal communication systems throughout the agency and with community partners and associations.

Work Location:

Primarily at the Recreation Complex at 111 E Foster Ave, Wood Dale, IL 60191. Will occasionally travel to other park district sites and facilities.

Benefits:

Full Time

- Medical (PPO & HMO), dental and vision benefits
- Reasonable employee premiums
- District paid life insurance equal to 2 times your salary with max of \$200,000
- Voluntary life insurance option (employee paid)
- Voluntary AFLAC plans
- Pension plan through IMRF (Illinois Municipal Retirement Fund) with employee contributions of 4.5% per check and an employer contribution between 9%-15% per check.
- Voluntary 457 plan
- Paid time off - Vacation pay (5 days the first year, 10 days years 2-5), three personal days per fiscal year and one sick day per month and 9 holidays
- Employee Wellness Programs and Incentives
- Employee Assistance Program

- Recreational benefits
 - Fitness Studio / Open Gym membership -Employee & Immediate family
 - Pool Pass for Employee and immediate family members
 - Dog park pass – Employee only
 - Discounts on recreation programs & Facility rentals – Employee Only
 - Discounts on golf greens fees & cart rentals - Employee & immediate family
 - Discounts on Pro Shop Purchases – Employee Only
 - One hour bay time – Employee only (1 per day)
 - Discounts on food purchases at Salt Creek Golf Club and 390 Golf Experience – Employee Only
 - *Immediate family is defined as spouse & dependent children – no extended family included*

Supervision:

Supervisor: Executive Director

This position supervises: Marketing Specialist

Essential Job Functions:

- Primary authority for creating, implementing, managing, and analyzing marketing activity throughout the district, to build public understanding and awareness of facilities, activities, and services.
- Organize, coordinate, create, revise, and publish marketing and communication materials including but not limited to seasonal brochures, program-specific or facility specific guides, newsletters, program flyers, social media content, email marketing messages, and other print and digital marketing materials.
- Design print and digital promotional and informational marketing materials using both Canva and Adobe Creative Cloud programs such as InDesign, Illustrator, and Photoshop.
- Primary authority for creating, implementing, managing, and analyzing marketing activity throughout the district, to build public understanding and awareness of facilities, activities, and services.
- Organize, coordinate, create, revise, and publish marketing and communication materials including but not limited to seasonal brochures, program-specific or facility specific guides, newsletters, program flyers, social media content, email marketing messages, and other print and digital marketing materials.
- Design print and digital promotional and informational marketing materials using both Canva and Adobe Creative Cloud programs such as InDesign, Illustrator, and Photoshop.
- Write copy for print and digital marketing and communication materials across social media, website, and print publication mediums.
- Research and initiate current marketing trends to promote Park District programs, events, facilities, and services so that they provide maximum recreational opportunities for the community.
- Research, create and implement cost-effective target-based marketing plans for recreation and golf departments to ensure participation and financial goals are being met.
- Coordinate the administration, design and ongoing maintenance of the district websites including Wood Dale Park District, Salt Creek Golf Club, and 390 Golf Experience.
- Manage and enhance the district's social media presence on Facebook and Instagram.
- Recommend and create implementation procedures to advance technology as a communications tool for the agency and assist in the effective use and care of technical resources (i.e., computers, software, networks) as required.
- Manage and coordinate outside marketing vendor activity and work orders.

- Maintain and promote positive relationships with the local media, community groups, public agencies, and local businesses to position and market the District's facilities, activities and services.
- Write and disseminate press releases aimed at the promotion of District activities, facilities, events and services as requested.
- Supervise continuity of District and facility brands and visual representative images (i.e., logos).
- Coordinate the capturing and use of photography and video to promote the agency while maintaining library of agency photographs for easy retrieval on SmugMug.
- Assist the Executive Director and Department Directors with securing and managing sponsorships, advertisement spots, grants, and donations.
- Support awards and recognition within the district through the creation and management of promotional articles, awards, and public announcements.
- Prepare and deliver presentations on agency services and community benefits.
- Coordinate the District's involvement in the City of Wood Dale's Memorial Day parade.
- Attend staff and Board meetings, serve on assigned task forces or committees, and participate in external community and park and recreation association committees, meetings, and activities, as directed by the Executive Director
- Communicate any problems, deviations, or daily activities which may have an impact on the overall operation of the department to the Executive Director.
- Prepare, review, and coordinate detailed budgets for review by the Director of Finance and develop cost analysis, financial reports, studies, and recommendations for all financial aspects of the department, as required or requested.
- Oversee the use of budget and purchasing controls throughout the department and manage the bidding process for high-cost items with the support of the Director of Finance.
- Develop and maintain effective communication lines with the general community through presentation, resolution of complaints and suggestions.
- Conduct staff meetings and trainings as necessary.
- Supervises and evaluates staff to effectively deliver upon the roles and responsibilities of the department.
- Provide effective and efficient customer services and promote and maintain responsive community relations.
- Provide routine consultation and technology support for everyday computer program and and/or software requests/questions to others in the organization.
- Adhere to the District's safety and loss prevention policies and procedures
- Provide routine training on safety, health and loss control policies and procedures to those under the Marketing Manager's sphere of influence and ensure compliance.
- Follow and encourages safe work practices and participate in risk management activities and trainings.
- Serve as resource and liaison to other District employees, departments governmental units, community groups and organizations as requested by the Executive Director
- Assist with capital funding proposals for department.
- Coordinate preparation of award applications and presentations.
- Coordinate the procurement of print (stationary) and apparel (i.e., shirts, sweaters, jackets, etc.) items for the overall agency.
- Evaluate and recommend improvements to policies and procedures.
- Assist with facilitation of special events and activities when requested.
- Perform related duties as assigned.

Requirements / Qualifications:

Bachelor's degree in public relations, marketing, advertising, journalism, communications or related field from an accredited university or college with a minimum of three years of experience in

marketing and public relations. Strong computer skills in word processing, graphic design, presentations, photography, social media, WordPress, and software knowledge in programs such as Microsoft Office, InDesign, Illustrator, and Photoshop. Excellent oral and written skills, and strong organizational and project management skills are essential. CPRP preferred or plans to obtain CPRP within first 12 months of employment.

Knowledge of:

- Strategic planning, implementation, and analysis of marketing, communications, and public relations activity
- Copywriting, editing, media relations, graphic design, website design, email marketing, and social media marketing.
- Recreation programs, services, facilities, and customer relations.
- Website content management software
- Recreation registration software (Active Network Registration software knowledge preferred)

Ability to:

- Develop and implement marketing, communications and public relations strategies and activities for both external and internal use.
- Create evaluation tools for customer feedback and analyze data through marketing research techniques.
- Establish and maintain effective relationships with elected officials, general public and staff.
- Complete tasks, attain goals, and meet deadlines with minimal supervision.

Skills in:

- InDesign, Photoshop, Illustrator, Canva, Constant Contact, Alchemer, Microsoft Office, Monday.com, and ability to learn other specialized software as needed.
- Accurate editing and proofreading skills
- Good organizational skills and attention to detail
- Strong creative, strategic and analytical skills
- Strong interpersonal and customer service skills with team- oriented focus

Work Environment and Physical Demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Work is performed mostly in an office setting; hand-eye coordination is necessary to operate computers and various pieces of office equipment.
- External work is required to photograph events and activities and to support staff facilitating events and programs.
- While performing the duties of this job, the employee frequently is required to stand and talk or hear; use hands and fingers to handle, feel, or operate objects, tools, or controls and reach with hands and arms.
- The employee is occasionally required to walk; sit; climb or balance; stoop, kneel, crouch, or crawl; and smell.
- The employee must occasionally lift and/or move up to 40 pounds.
- Specific vision abilities required by this job include close vision and the ability to adjust focus

May be exposed to elements when driving to meetings or when assisting workers with outdoor

functions. Most activities are performed indoors; these conditions include indirect or fluorescent lighting and moderate temperature.

Interested candidates can either send resume with salary expectations to Sandy Hlousek, Human Resources Manager at Shlousek@wdparks.org

Or you can apply online through Paycom at
<https://www.paycomonline.net/v4/ats/web.php/jobs/ViewJobDetails?job=310827&clientkey=05EB1538F9E63CC093CC2E4B1C176445>