



Communications & Engagement Manager

Northbrook Park District

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Closing Date:
Salary: \$70,000-85,729.92

Description:

JOB STATUS: Full time **DIVISION:** Marketing and Communications
FSLA STATUS: Exempt **JOB LOCATION:** Joe Doud Administration Building

Compensation & Hours

Hiring Range: \$70,000-\$85,729.92 per year (DOQ)

This is a full-time, exempt position, Monday – Friday, with evenings and weekends as needed

Benefits

- Medical, Dental, and Vision Insurance
- Group Life Insurance
- Life Insurance
- AFLAC Indemnity Plans
- Defined Pension IMRF (Retirement, Disability, Life)
- Deferred Retirement 457 Plan
- Paid Holidays
- Vacation Days
- Sick Days
- Floating Holidays
- Employee Assistance Program (EAP)
- Professional Membership Dues
- Employee Recreation Benefits

The Northbrook Park District is looking for a talented and experienced professional to fill the newly created position of Communications and Engagement Manager as part of a dynamic internal marketing and communications team. Responsibilities include developing strategies to effectively build relationships with residents and organizations to increase awareness of and participation in district offerings through community outreach, storytelling, communication, public relations, collaboration, networking and partnership development.

Essential Job Duties

- Manage the District's outreach tables at both internal and external events to share programs, facilities and services with members of the community. This includes staffing as well as procurement of all promotional and informational materials for the events.
- Develop a coordinated schedule of email communications.
- Oversee public relations, including the development and cadence of press releases.
- Develop new methods of storytelling to share information and newsworthy items with the community.
- Collaborate with District staff to develop and manage a strategic sponsorship and advertising program to enhance offerings and provide alternative revenue streams.
- Work collaboratively with District staff to identify opportunities to develop a comprehensive schedule of community engagement efforts.
- Develop and nurture a database of active and potential sponsors, advertisers and donors.
- Collaborate with internal teams and external stakeholder groups to build and maintain strong relationships, provide communications and promotional support, and represent the organization at meetings and events as needed.
- Work collaboratively with the Marketing & Communications team to develop and create presentation and sales materials that support sponsorship objectives.
- Meet annual revenue goals; manage and track all sponsorship and advertising revenue.
- Ensure all partnership agreements are upheld, including coordination of deliverables, signage, goody bag preparation and other sponsor needs.
- Develop and implement a system and cadence of survey opportunities for programs, events, facilities, memberships and community input, including analysis and reporting of findings.
- Oversee the ordering and inventory of promotional giveaway items.
- Oversee the development and cadence of content for the employee intranet.
- Monitor and evaluate the effectiveness of community engagement initiatives and recommend adjustments as necessary to achieve desired outcomes and obtain goals and objectives.
- Prepare reports and presentations to share engagement, outcomes, and recommendations.
- Assist the Division Director with the development and implementation of Division procedures.
- Work in coordination with the Director of Marketing & Communications to develop the annual Division budget; continuously monitor expenditures.
- Assist the Director of Marketing & Communications with supervisory responsibilities within the Division as needed in support of the Director.
- Serving as a member of the District's rotating photography team at events and programs.
- Prepare and submit check requests for invoices and reconcile purchase card transactions according to the District's Purchasing Policy.
- Report any work-related or patron injuries or incidents to supervisor; report unsafe conditions to supervisor and correct if appropriate; complete incident/accident report forms as needed.
- Foster and maintain effective professional working relationships with the general public and co-workers.
- Perform all job tasks in a safe manner.
- Perform other duties as assigned.

To view job description, [click here](#).

Qualifications

Bachelor's degree with major coursework in Communications, Marketing, Public Relations, Journalism, Sales or related fields and (3) three to (5) five years of relevant experience required.

Skills & Abilities

- Communicate effectively both orally and in writing
- Proficiency with Microsoft Office (Outlook, Word, Excel, PowerPoint)
- Proficiency in writing content across multiple platforms
- Proficiency with web applications, such as email and database applications
- Strong organizational skills with the ability to manage multiple tasks and projects
- Time management
- Accuracy and attention to detail
- Possession of a valid Driver's License

Knowledge

- Best practices in sales or marketing
- Strong verbal and written communication skills
- Strong organizational skills with the ability to manage multiple tasks and projects
- Microsoft Office Suite, specifically Outlook, Excel and Word
- Adobe Creative Suite a plus (primarily InDesign)

Physical Requirements

The physical requirements 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 of the job.

- Required to sit, stand, walk, bend, talk and hear; use hands and fingers to handle, feel or operate objects, tools, or controls and reach with hands and arms.
- Hand-eye coordination is necessary to operate computers and various pieces of office equipment.
- Specific vision abilities are required and include close vision and ability to adjust focus.
- May occasionally lift and/or move up to 25 pounds.

To apply, please complete a job application here: nbparks.co/engagementmanager

Our Mission: To enhance our community by providing outstanding services, parks, and facilities through environmental, social, and financial stewardship.

Northbrook Park District is an Equal Opportunity Employer

