



Marketing Manager

Berwyn Park District

Contact Name: Mary Swade

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Closing Date:

Salary: \$24.00-\$25.50

Description:

Berwyn Park District

Job Title: Marketing Manager

Category: Full-Time, Hourly

Position Summary

The Marketing Manager is responsible for developing, coordinating, and executing all marketing, advertising, public relations, and sponsorship initiatives for the Berwyn Park District. This role plays a key part in promoting district programs, events, and facilities while maintaining a consistent and engaging public image.

This is a full-time hourly position, eligible for IMRF and full benefits. The position requires a moderate work pace depending on the tasks assigned and the ability to lift up to 30 pounds.

Qualifications

- Minimum of 3 years of experience in marketing, communications, or a related field
- Bachelor's degree in Marketing, Communications, or a related area preferred
- Proficiency in Microsoft Office Suite and experience with Adobe Creative Cloud (Photoshop, Illustrator, InDesign) preferred
- Strong written and verbal communication skills
- Bilingual (English/Spanish) skills highly desirable
- Strong organizational skills with the ability to manage multiple projects efficiently and meet deadlines

Essential Duties & Responsibilities

1. Develop, implement, and manage the District's comprehensive marketing plan.
2. Create and oversee marketing and promotional campaigns across print, digital, and social media channels.
3. Maintain and enforce brand identity and style guidelines.
4. Write and edit engaging copy for press releases, newsletters, brochures, websites, and social media.

5. Manage and update the District's website and social media accounts.
6. Take photos and videos at programs and events; organize and maintain the District's photo library.
7. Solicit, secure, and manage sponsorships and community partnerships.
8. Design or coordinate the design of promotional materials including the brochure.
9. Identify and implement new marketing and public relations opportunities.
10. Ensure compliance with all District policies, safety procedures, and loss prevention standards.
11. Perform additional related duties as assigned.

Knowledge, Skills, and Abilities

- Strong customer service orientation (internal and external).
- Knowledge of current marketing trends and digital communication tools.
- Basic photography and graphic design skills.
- Proficiency in Adobe Creative Cloud preferred.
- Excellent organizational, time management, and multitasking abilities.
- Ability to work independently and collaboratively across departments

Working Conditions

- Work is primarily performed in an office environment, with occasional outdoor work required for events and programs.
- This job has a combination of day, night and weekend hours, depending the needs of the agency.
- May be exposed to a variety of weather conditions during outdoor activities.
- Must be able to bend, stoop, lift up to 30 lbs., and stand or sit for extended periods.

Mental and Physical Demands

- Ability to manage multiple projects with competing deadlines.
- Strong creative problem-solving and decision-making skills aligned with the District's mission.
- Flexibility and adaptability in a fast-paced, team-oriented environment.

Compensation

- **Hourly Rate:** \$24.00 – \$25.50 (commensurate with experience)
- **Status:** Full-Time, IMRF Eligible

Updated: November 7, 2025