



Assistant Director of Marketing

Wheaton Park District

Contact Name: Margie Wilhelm

Contact E-mail: mwilhelmi@wheatonparks.org

Contact Phone: 630-510-4984

Closing Date:

Salary: \$88,741.00 - \$133,111.00, DOQ

Description:

The Agency

The Wheaton Park District (WPD) was established by the citizens of Wheaton in 1921 and has a rich history of elevating the quality of community life through its parks, facilities, programs and services. Today, citizens enjoy active and passive parks owned and leased by the district across fifty-four (54) sites totaling nearly 900 acres. Recreational facilities owned and/or operated by the District include the Ray Morrill Community Center, Parks Plus Fitness, Central Athletic Complex, Northside Park Family Aquatic Center, Rice Pool and Water Park, Arrowhead Golf Club, Lincoln Marsh Natural Area, Mary Lubko Center, Memorial Park Bandshell, Clocktower Mini Golf Course and Skate Park, Cosley Zoo, and DuPage County Historical Museum. The Wheaton Park District is an Illinois Distinguished Accredited Agency and is a recognized leader in the delivery of parks and recreation services in Illinois. WPD is a four-time winner of the NRPA Gold Medal Award for excellence in the field of park and recreation management.

District mission, vision and core values

Mission: To create vibrant, welcoming spaces and activities that inspire fun, foster connection, strengthen the community, and enrich well-being for all.

Vision: To be the community leader in offering fun and inclusive experiences inspired by nature, powered by creativity, built on collaboration, and guided by integrity.

Values: Community, Respect, Excellence, Adventure, Teamwork, Equity

Position Description and Key Responsibilities

We're seeking a dynamic and experienced Assistant Director of Marketing to join our Marketing & Events team!

In this leadership role, you'll work closely with the Director of Marketing to guide the district's overall brand strategy and oversee marketing, creative services, and special event teams. This is an exciting opportunity for a strong marketing and events professional who thrives in a collaborative, creative,

and community-focused environment.

This position oversees all aspects of marketing, creative services, events, and management for the department. The role is responsible for maintaining and enhancing the district's overall brand through the strategic direction of special events, sponsorships, corporate partnerships, public relations, social media, graphic design, website management, social media, and marketing initiatives. The position also develops and manages corporate proposals and solicitations, cultivates relationships within the corporate and philanthropic communities, and assists in creating and implementing annual marketing plans, projects, events, and budgets.

Reporting Relationships: The Assistant Director of Marketing reports to the Director of Marketing. The Assistant Director of Marketing will often collaborate as a member of the Park District Senior Leadership Team. The Assistant Director of Marketing has three (3) direct reports including Creative Services Manager, Special Event Manager, and Marketing & Social Media Manager.

Required Education, Qualifications, Knowledge, Skills and Abilities

Must have a bachelor's degree in marketing, communications, park and recreation, administration, or related field with at least ten (10) years of experience in the following areas: marketing management, sales, public and media relations, special event planning, digital and social media, and five (5) years supervisory experience. Recreation Management or related professional certification preferred.

Exceptional working knowledge of working with civic and corporate groups, agencies and the public. Must be able to manage the annual execution for special events as assigned. Must be proficient in Microsoft Office Suite with knowledge in graphic and web design software. Must have the capacity to understand all aspects of production as it relates to the development of the seasonal program guides, brochures, and signage. Must have the ability to oversee and manage multiple marketing campaigns and initiatives. Must possess strong problem-solving skills, analytical, flexible, multi-tasking, interpersonal, and organizational skills, and adapt and be flexible with facility trends and direction.

Must be able to lead, manage, and motivate assigned staff. Must have great written and verbal communication skills. Must be able to multi-task and work calmly and effectively under pressure. Must be willing to work evenings and weekends for after-hours special events and board meetings.

Evidence of a commitment to continuing education and professional development preferred.

Essential Functions

- Responsible for the development and implementation of yearly marketing plans and budgets for agency programs, events and facilities.
- Effectively develop partnerships within the community
- Oversee the design, printing and delivery of all seasonal program guides.
- Assist in the development of all district wide newsletters.
- Oversee and assist in the planning and execution of special events for the District.
- Manage and oversee the updating of all agency websites and mobile App.
- Responsible for the distribution of emails of all communications to corporate and community members informing them of upcoming events, programs and District news.
- Manage the development and distribution of press releases for all facilities and special events.
- Collaborate with other departments and divisions within the district.
- Provide monthly progress reports for Park Board, Cosley Foundation Board, DuPage Museum Foundation Board and Play For All Playground & Garden Foundation Board.
- Work with the community to develop partnership and sponsorship opportunities.
- Oversee annual social media planning.
- Oversee annual special events.
- Manage and seek sponsorships.

- Contribute to a feedback rich environment.
- Hire, train, manage, lead, coach, direct, schedule, evaluate, and provide feedback for assigned staff to ensure efficiencies in department operations and to make sure that its run in accordance with District policies and procedures as well as the Department of Labor Laws.
- Provide and maintain a professional and quality level of customer service to internal and external customers.
- Follow Wheaton Park District policies, procedures, and guidelines.
- Proactively support the Districts Mission, Vision, and Values.
- Maintain good safety awareness and follow all safety guidelines and procedures.

Required Certifications, licenses, etc.

Must have and maintain: a valid driver's license with acceptable driving record; and CPR/AED certified or obtain within 30 days of employment. Any related professional certifications are preferred.

Physical Demands

Must be able to: continuously remain in a stationary position for long periods of time with hand/arm/finger movements and use of eyes while using a computer. Occasionally position oneself to move file boxes and/or event supplies weighing up to 50 lbs. and must be able to move about the facility and travel to other facilities and locations for events.

Environmental Demands

Must be able to: work in a standard office setting; and tolerate all weather conditions while traveling to other facilities and during peak season for events.

Compensation & Benefits

The Wheaton Park District offers highly competitive compensation that is commensurate with a candidate's prior experience and accomplishments and has a very comprehensive and attractive benefits package.

Position Salary Range

Min Mid Max

\$88,741 \$110,926 \$133,111

Benefits

- Health (HMO, PPO, or HSA), with very low employee contribution for employee, spouse, and dependents.
- 100% employer paid dental insurance for employee, spouse, and dependents.
- 100% employer paid vision insurance for the employee.
- 100% employer paid life insurance at 1.5 times your annual salary.
- Health insurance waiver incentive up to \$4,500 per year.
- FSA and Dependent Care pre-tax via payroll deduction.
- Pension Plan through the Illinois Municipal Retirement Fund, including employer contributions.
- Paid time off includes 12 sick days per year, 12 vacation days, 2 personal days (pro-rated first year), 12 ½ holidays.
- Free use of fitness center, two pools, golf, and entrance to Cosley Zoo to employees and family members eligible for insurance coverage.
- Tuition Reimbursement, discounts on merchandise, and professional memberships.

To apply for this position go to: <https://wheatonparkdistrict.clearcompany.com/careers/jobs/70fb4f1a->

2629-5491-d2f2-dbdeb17ecbce/apply?source=3606495-CS-26822

The Wheaton Park District is an equal opportunity employer. EOE/M/F/D/V