



## Marketing Specialist

### West Chicago Park District

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**Closing Date:**

**Salary:** \$17.00-\$19.00 DOQ

#### **Description:**

Are you passionate about Marketing & Communications? Look no further, the West Chicago Park District is seeking a creative and motivated Marketing Specialist to join our team! This is a part-time position with the potential of becoming full-time in the future.

Under the direction of the Marketing & Communication Manager, the Marketing Specialist supports the creation, production, distribution, and promotion of marketing content across digital and print platforms. This role helps tell our story to the community through engaging communication and strong design work, including digital and print graphics.

The Marketing Specialist works an average of 25 hours per week and requires availability for occasional evening and weekend hours as needed to support programs and events. This is an IMRF-eligible position working a minimum of 1,000 hours not to exceed 1,200 hours annually.

#### **Education:**

- Associate's degree in Communications, Marketing, Graphic Design, Journalism, Public Relations or a closely related field from an accredited college or university or an equivalent combination of education and work experience.
- Candidate must be CPR, AED, and First Aid certified within six (6) months of hire.

#### **Experience:**

- Minimum of two (2+) years of experience in marketing, communications, graphic design, or social media; park district experience a plus.
- Experience with Microsoft Office software, including Microsoft Teams; familiarity with Google Apps (Google Business, YouTube, Sheets & Docs).
- Have advanced working knowledge of social media platforms such as Facebook, Instagram, and X (Twitter).
- Graphic design proficiency required, including Adobe Creative suite and print/large-format file preparation, basic video editing skills a plus.

**Required Certification and Skills:**

- Have knowledge, creativity and skills in problem-solving, interpersonal skills, and programming.
- Excellent oral and written communication skills, and the ability to read, write, and speak in English. Bilingual (English/Spanish) preferred.
- A valid IL Driver's License, along with their own source of reliable transportation. Travel to off-site location for events, programs, or public relations needs.

**Essential Duties & Responsibilities:**

- Provides a safe environment for participants, staff, and volunteers by strictly adhering to all West Chicago Park District policies and procedures.
- Provides quality customer service to other staff, volunteers, and the public.
- Assists in the creation, production, and dissemination of marketing materials, including content, flyers, postcards, banners, e-blasts, collateral, advertisements, and multi-media assets.
- Assists with program guide development, marketing, and website updates.
- Aids in the developing and maintaining an overall marketing plan for programs and assist in preparation and execution of special events.
- Coordinates photographic and video coverage of events and programs while maintaining an organized and up-to-date photo library.
- Supports the implementation of new marketing strategies and assist with distribution of materials throughout the community.
- Assists with content creation and updates across social media platforms, monitoring systems, calendars, and the Park District website.
- Collaborates with the Marketing & Communications Manager to procure and secure Annual Appeal sponsorship funds.
- Attends Park District outreach activities and special events to support marketing goals and assist with event execution.
- Maintains regular in-office present to effectively respond to ongoing marketing needs and deadlines.
- Demonstrates enthusiasm and drive with a desire to accomplish Park District and department goals and objectives.
- Represents the West Chicago Park District in a professional manner.
- Promotes the West Chicago Park District including, fostering special events to promote diversity, equity and inclusion to patrons, guests, and staff.
- Exhibits understanding and tact when dealing with internal and external patrons needs and expectations.
- Responds to internal and external phone calls, e-mails, comments, and suggestions in a timely manner.
- Assists in customer service, which includes, but is not limited to addressing customer issues, comments, complaints, concerns and adhere to Park District policies and procedures as described in the Personnel Policies Manual.
- Works with appropriate staff to develop, prepare, maintain, and to assist with emergency operation procedures and evacuation plans prior to and during an event.

**Secondary Duties and Responsibilities:**

- Assists the Recreation Department with special events; scheduled hours may be adjusted for evening and weekend needs.
- Participates in community events sponsored by the West Chicago Park District and partnering local agencies.
- Supports and adhere to the established marketing budget, assisting with monitoring and resource allocation as needed.

**Psychological Considerations:**

- Ability to work harmoniously with the public, and with a team atmosphere, vendors, supplies, community groups, and other units of government.
- Ability to perform effectively in stressful environments, including situations requiring CPR or first aid.
- Exhibits enthusiasm, initiative, and drive to support Park District and department goals and objectives.
- Ability to work independently with general direction from the Communications & Marketing Manager.
- Ability to maintain self-control and composure during difficult or emergency situations.
- Ability to organize, prepare, and present information clearly and effectively in both verbally and written formats, to individuals and groups.
- Ability to recognize priorities, manage multiple-tasks, and meet deadlines.
- Flexibility and adaptability to new or changing situations.
- Ability to accept constructive feedback, direction, and supervision.
- Ability to achieve goals while working within existing budget.

### **Environment Considerations:**

- May be exposed to equipment, supplies and tools used in the creation and production of marketing materials.
- Working environment may vary, and can include parks, playgrounds, aquatic facility, community spaces or other off-site project locations.

### **Physical Considerations:**

- Ability to lift and carry up to 20 pounds.
- Ability to frequently sit or stand for several extended periods of time.
- Employee might work both indoor and outdoor during various environment conditions such as, but not limited to rain, mud, humidity, extremely hot and cold temperatures, exposed to dust, fumes, dirt, noise, and insect bites.
- Ability to respond quickly and appropriately in emergency situations.
- Ability to type and perform computer tasks for several hours at a time, and operate standard office equipment, including copiers, postage machines, tablets, cameras, and printers.
- Ability to perform job-related duties in environments with moderate to high noise levels.

### **Benefits:**

We offer park district fitness center membership, seasonal Turtle Splash, fun working environment, IMRF pension plan, holiday pay, and paid time off.

This is not necessarily an exhaustive list of all responsibilities, skills, duties, requirements, and effects of working conditions associated with the job. While this is intended to be an accurate reflection of the current job, management reserves the right to revise the job when circumstances change: e.g., emergencies, rush jobs, changes in personnel, workload, technological development, etc.

Interested candidates should submit a cover letter, resume, and references to West Chicago Park District. To apply, please print a job application from our website: [www.we-goparks.org](http://www.we-goparks.org) and email [swilliams@wegoparks.org](mailto:swilliams@wegoparks.org). Applications will be accepted until the position is filled.

The West Chicago Park District is an Equal Opportunity Employer