



Director of Marketing & Web Management

Hoffman Estates Park District

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Closing Date:
Salary: \$125,000-\$135,000

Description:

The Hoffman Estates Park District (HEParks) is a Class IV Gold Medal agency and has earned its third NRPA CAPRA accreditation. The agency has also achieved five IAPD/IPRA accreditations and received multiple GFOA Awards for Excellence in Financial Reporting. HEParks is unmatched in the state of Illinois, holding both state and national accreditations alongside Gold Medal recognition.

HEParks represents a dynamic community with over 50,000 residents, boasting 900 acres of open space, more than 80 parks and athletic fields. Among our amenities are two recreation centers, a two-sheet ice arena, an 18-hole golf course with a Toptracer facility, and a remarkable 100,000+ sq ft fitness center (the Club). We take pride in offering the very best in the park district services and facilities.

The Hoffman Estates Park District is a proactive equal-opportunity employer.

Position Summary

We're seeking a dynamic, experienced, and detail-oriented marketing professional to join our Hoffman Estates team for a newly created position. This leadership role offers the opportunity for challenging and fulfilling career growth.

The Director of Marketing and Web Management leads the planning, development, and execution of comprehensive communication and marketing strategies that enhance the visibility, reputation, and understanding of the District. This role is under the direct supervision of the Director of Recreation and provides opportunities for independent supervision of full-time staff.

Essential Job Duties

- Develops, implements, and evaluates comprehensive marketing and communications strategies that promote the Park District's programs, facilities, services, initiatives, and overall mission.
- Launch HEParks' newly developed district-wide website in the first quarter of 2026 to enhance the user experience.

- Oversees the development, maintenance, and content strategy of the Park District website, social media channels, email marketing, and other digital communication tools, including 4 electronic billboards.
- Manages and optimizes the District website as a primary marketing and registration platform, with accountability for increasing online registrations through data-driven strategies and user experience improvements.
- Manages the Park District's brand identity and ensures consistency in messaging, tone, and visual standards across all print, digital, and electronic platforms.
- Directs the creation, editing, and production of all marketing and communication materials, including brochures, program guides, advertisements, newsletters, signage, and digital content.
- Manage the development and distribution of press releases for the district.
- Increase visibility of the organization and all programs, activities, facilities and online resources to multiple sectors to strengthen awareness.
- Collaborates with department leaders and staff to identify communication needs, support program and facility promotion, and align messaging with organizational priorities.
- Responsible for the future development and implementation of yearly marketing plans and manages the communications and marketing budget, including forecasting expenses, monitoring expenditures, and ensuring cost-effective use of resources.
- Hire, develops, leads and evaluates (2) full-time Communication and Marketing Coordinators and a (1) Communications and Marketing Manager.
- Serve as the district's primary media point person, handling all media and public relations.
- Establishes metrics and reporting tools to measure the effectiveness of communication and marketing efforts and recommends improvements based on data and trends.
- Prepares monthly board reports, budget reports, payroll, marketing metrics, program and annual reports as assigned.
- Works with employees to motivate their best efforts and promote a working atmosphere, which encourages professional growth and positive work production.
- Performs the job safely and in compliance with Park District policies, procedures, work and safety rules.
- Supports and exhibits the organizational values of respect, communication, integrity, innovation, recognition and appreciation, continuous learning, fun, empowerment and people.
- Must support and demonstrate organizational values and quality standards of the Hoffman Estates Park District.
- All other duties as directed by the Director of Recreation.

Position Requirements

- Bachelor's degree from an accredited college or university in marketing, communications, parks and recreation, public administration, or a related field.
- Minimum of ten (10) years of progressively responsible experience in marketing management, including: Public and media relations, digital and social media marketing, and web management.
- At least five (5) years of supervisory or management experience.
- Demonstrated experience with RecTrac and WebTrac strongly preferred, with the ability to leverage these systems to support online registration and customer engagement.
- Demonstrates a strong working knowledge of park district operations, governance, and public-sector environments, including an understanding of how parks and recreation services serve diverse community needs.
- Proficiency in Microsoft Office Suite, Constant Contact, Monday Work Management, and Word Press.
- Working knowledge of graphic design and web design software, with the ability to oversee all aspects of production for: Seasonal program guides, brochures, signage and other departmental marketing materials.

- Demonstrated ability to plan, manage, and execute multiple marketing campaigns and initiatives simultaneously.
- Strong problem-solving, analytical, organizational, interpersonal, and leadership skills.
- Ability to adapt to evolving trends, priorities, and departmental direction.
- Proven ability to lead, manage, and motivate assigned staff.
- Excellent written and verbal communication skills.
- Detail oriented and ability to multitask effectively.
- Availability to work evenings and weekends as required to meet District operational needs.

Skills and Abilities

- Demonstrate consistent attendance and on-time arrival.
- A valid Illinois driver's license is required.
- Must be able to read, write and speak in English.
- CPR/AED certification or be able to earn within 60 days.
- Certified Park and Recreation Professional preferred (CPRP).

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, climb stairs, twist, talk and hear; use hands and fingers to handle, feel or operate objects, tool, or controls and reach with hands and arms.
- Occasionally required to walk on uneven grounds.
- 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.

Working Conditions

- Most activities will be performed indoors.
- Driving to other park facilities will require the worker to be outside.
- Employee may be exposed to cleaning agents and toner chemicals.
- Position may require working in various weather conditions

Job Status: Full Time – Exempt

Division: Park and Recreation Services

Primary Work Location: Triphahn Center

Reports To: Director of Recreation

Supervisory Responsibility: 2-Communication & Marketing Coordinators and 1-Communications and Marketing Manager