



Director of Public Relations

Wheeling Park District

Contact Name: Annie Gonzalez

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Closing Date:

Salary: \$135,000.00 - \$165,000.00

Description:

Job Status: Full Time – Exempt

Primary Work Location: Community Recreation Center

Reports To: Executive Director

Supervisory Responsibility: Superintendent of Marketing and Communications

Position Summary

The Director of Public Relations is responsible for leading the development, implementation, and stewardship of the organization's brand, public image, and communication strategy. This role oversees public relations, marketing, communications, media relations, and community engagement efforts to ensure consistent, transparent, and strategic messaging. This role provides strategic guidance on reputation management, public perception, and communication strategies that support organizational goals, values, and long-term vision.

Essential Job Duties

Brand Strategy and Identity

- Develop, implement, and maintain a comprehensive brand strategy that reflects the organization's mission, values, and strategic priorities.
- Ensure consistent brand messaging, tone, and visual identity across all internal and external communications.
- Serve as steward of brand standards and guide departments on proper brand usage.
- Oversee branding initiatives, campaigns, and brand evolution efforts as needed.

Public Relations and Media Relations

- Plan, direct, and manage all public relations activities, including press releases, media outreach, and earned media opportunities.

- Serve as a spokesperson, as authorized by the Executive Director, for the organization and/or support executive leadership in media and public-facing communications.
- Develop and implement crisis communication strategies.
- Monitor media coverage and public sentiment to identify opportunities and potential risks to the organization's reputation.

Strategic Communications and Marketing

- Oversee the planning and execution of strategic communication and marketing initiatives that support organizational objectives.
- Guide content development across digital, print, social media, and promotional platforms.
- Ensure communications are clear, timely, accessible, and aligned with organizational priorities.
- Collaborate with departments to support promotions, initiatives, and community outreach.

Community and Stakeholder Engagement

- Build and maintain strong relationships with community members, partners, stakeholders, and external organizations.
- Develop engagement strategies that promote transparency, trust, and two-way communication.
- Represent the organization at community meetings, events, and professional functions as appropriate.

Strategic Planning, Research, and Analytics

- Collaborate with executive leadership on long-term strategic planning related to brand, communications, and public engagement.
- Conduct research and analysis to assess brand awareness, public perception, and communication effectiveness.
- Track performance metrics and prepare reports to evaluate outcomes and inform decision-making.

Leadership and Administration

- Supervise, mentor, and evaluate communications and marketing staff and manage external vendors or consultants.
- Develop and manage departmental budgets and ensure responsible use of resources.
- Establish policies, procedures, and workflows related to communications and branding activities.

Additional Job Responsibilities

- Participates in the organization's annual planning and reporting processes.
- Works to identify opportunities for innovation, efficiency, and continuous improvement within communications and branding functions.
- Participates in required training and safety programs as established by the organization.
- All employees are responsible for implementing policies and procedures that pertain to safety and health.
- Performs special projects or other duties as assigned.

Qualifications

Position Requirements

Bachelor's degree in Communications, Marketing, Public Relations, Business Administration, or a closely related field required. Master's degree preferred. Five to seven years of progressively responsible experience in communications, public relations, brand strategy, or marketing, including demonstrated leadership experience. Ability to lead strategic planning efforts while effectively managing complex projects and priorities. Strong leadership, management, and interpersonal skills

with the ability to motivate and guide teams effectively. Excellent written and verbal communication skills to engage stakeholders at all levels of the organization, as well as external partners. Demonstrated ability to think strategically and align administrative functions with the organization's mission and goals.

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.
- Must have CPR/AED certification or be able to earn within 60 days.

Compensation and Benefits

Salary Range: \$116,000 - \$187,000

Hiring Range: \$135,000 - \$165,000

In exchange for your time and talent, we offer a generous benefits package including:

- Medical, Dental, and Vision coverage
- Life Insurance (basic & voluntary additional coverage)
- Employee Assistance Program
- IMRF Defined Benefit Pension
- Short- and Long-Term Disability (IMRF)
- 457 Defined Contribution Plans
- Medical and Childcare Flexible Spending Accounts
- Paid Time Off (Sick, Vacation, and Floating Holidays)
- Programs and Recreation Facility Use
- Professional development opportunities and support for continued education

APPLICATION PROCEDURE

All applicants must visit www.wheelingparkdistrict.com and submit a complete application.

<https://www.wheelingparkdistrict.com/program/director-of-public-relations/>

Direct Questions to:

Annie Gonzalez

Director of Administration

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