



Marketing Manger

Oak Lawn Park District

Contact Name: Tom Hartwig
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Closing Date:
Salary: \$76,000-\$79,000

Description:

OAK LAWN PARK DISTRICT
JOB DESCRIPTION

Marketing Manager

The Marketing Manager is responsible for the public relations, public information and advertising activities of the district. The employee is under the direct supervision of the Executive Director and supervises the Full-Time Mixed Media Designer.

QUALIFICATIONS

Including, but not limited to:

- Excellent written and oral communications skills
- Thorough knowledge of public relations and advertising principles.
- Analysis of new program trends and related program needs
- Demonstrated knowledge of print, radio and cable television mediums
- Graphic design, desktop publishing, and photography experience
- Ability to establish and maintain effective working relationship with district staff, media and community contacts, and printing companies
- Produce accurate work on an efficient and effective basis often under pressure of deadlines
- Ability to perform duties with initiative, persistence, creativity, integrity sound judgment, tact and courtesy.
- Graduate of an accredited college or university with a major in Communications, Journalism, Public Relations, Marketing or closely related field
- Minimum of two years experience in establishing and maintaining an effective public relations program; or any equivalent combination of education, experience and training which provides the required knowledge, skills and abilities.

IMMEDIATE SUPERVISOR:

Executive Director

DUTIES AND RESPONSIBILITIES

ESSENTIAL FUNCTIONS

- Maintains and updates District Branding Manual
- Creates and maintains annual Marketing budget.
- Responsible for production of the seasonal park district brochure from conceptualization through distribution. Desktop publishing, layout & design experience essential. Good working knowledge of Adobe Creative Cloud and Microsoft Word required, Photoshop, Illustrator & digital photography experience a plus.
- Responsible for the updating and maintenance of Oak Lawn Park District website (www.olparks.com)
- Updates and maintains District photo and video libraries
- Responsible for the content creation for social media channels
- Analysis social media and website statistics and reports to staff
- Media relations experience required. Writes public announcements and feature articles in the form of press releases for area newspapers and other channels of communications. e.g. cable announcements, parish bulletin announcements, business correspondence, radio p.s.a.'s., etc.
- Responsible for production of promotional materials such as brochures and coupons for various park district facilities and programs from conceptualization through distribution.
- Coordinates advertising programs with facility managers and program directors. e.g. Ice Arena, Pavilion, Golf Course, Cultural Arts/Theatre, Racquet Club, Pools, Recreation, etc.
- Coordinates solicitation of funds through sponsorships and in-kind donations program.
- Responsible for comprehensive evaluation analysis
- Represents Park District by maintaining an active role within the community. e.g. service clubs, chamber of commerce, advisory committees, etc.
- Responsible for Illinois Distinguished Agency Accreditation and CAPRA standards as assigned for this position
- Responsible for district marketing plan.
- Works the Oak Lawn Park District's summer and Halloween Event.
- Liaison to the Oak Lawn Chamber of Commerce.
- If a major event occurs that limits park district operations or forces a park district shut down and restricts employee from performing their normal job duties; they may be assigned to duties outside of their job description as warranted by the situation.
- Assist in fulfilling the agency's mission, vision, and strategic plan, including attending any related meetings or performing any related job duties.
- Work a normal work week as designated by the Executive Director as necessary to properly perform duties of the job.
- Other duties as assigned.

MARGINAL FUNCTIONS:

- Obeys and enforces the practical safety rules, regulations and procedures established by the safety program that is pertinent to the activities conducted by the department.
- Performs other related duties as assigned.

PHYSICAL CONSIDERATIONS:

Full-Time Staff must be able

- To work a normal workweek as designated by the Superintendent of Recreation as necessary to properly perform duties of the job.
- Employees at this level shall be considered on duty whenever a need exists for their services.
- To be adaptable to working in a temporary space as conditions arise to do so.
- To work special events both indoor and outdoor.

PSYCHOLOGICAL CONSIDERATIONS:

Full-Time Staff must be able

- To work alone on any shift as the occasion arises
- To work a varied schedule as required
- To have the ability to work with staff and patrons in a relaxed and friendly manner
- Ability to use good judgment in the absence of supervision

ENVIRONMENTAL CONSIDERATIONS

- Worker performs activities indoors. Indoor environmental conditions will include lighting and temperature.
- Worker may be involved in repetitive work (i.e. computer keyboarding, writing).
- Worker must be able to work indoors and outdoors on occasion in weather conditions (heat, cold, wind, and rain).

COGNITIVE CONSIDERATIONS

- Employee must have the ability to follow and give directions.
- Ability to effectively communicate verbally and in writing.
- Employee must possess time management and organization skills to effectively perform his/her job.
- Employee must possess computer skills including proficiency in word processing spreadsheet and database applications.
- Employee must have ability to make judgments with respect to confidentiality of information and problem solving.
- Employee must use good safety awareness and judgment in all aspects of this position.

I understand my job description as explained above.

REQUIRED CERTIFICATIONS

- CPR/First Aid

Please send resume and cover letter to Tom Hartwig at thartwig@olparks.com. If you have any questions, please direct them to Tom Hartwig.

The Oak Lawn Park District is committed to a comprehensive employee benefit program that helps our employees stay healthy, feel secure, and maintain a work/life balance. Some of the many benefits we offer include medical, Dental, and Vision Care; Pension Plan (IMRF). Paid Time Off (Vacation, Sick-time, Holidays); Employee discounts at park district facilities and for programs. Free use of all fitness facilities for employees; monthly Healthy Living Club Meetings which provide staff with an opportunity to try different forms of recreational activities at no cost.

OAK LAWN PARK DISTRICT IS AN EQUAL OPPORTUNITY EMPLOYER. Employment with the Oak Lawn Park District is governed on the basis of merit, competence and qualifications and will not be influenced in any manner by race, age, color, sex, religion, sexual orientation, veteran status, national origin, marital status, mental or physical disability or any other legally protected status. **THOSE APPLICANTS REQUIRING REASONABLE ACCOMMODATION TO THE APPLICATION/INTERVIEW PROCESS SHOULD NOTIFY THE SUPERINTENDENT OF SPECIAL FACILITIES.**