



Marketing & Public Relations Supervisor

New Lenox Community Park District

Contact Name: Olga Viano

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Closing Date:

Salary: \$49,206.56 - \$61,508.20

Description:

Job Description

Under the supervision of the Deputy Director of Recreation, the Recreation Supervisor is responsible for district-wide community and media relations as well as the coordination and evaluation of specific recreational programs. The Recreation Supervisor is also responsible for the strategic planning and marketing of the program catalog, program and event publications, various press materials and releases. The Recreation Supervisor will provide assistance to the Deputy Director of Recreation at special events or in designated matters and provide direction and assistance to the program support staff to ensure these programs are run effectively and efficiently in order to aid the Director of Recreation to successfully reach the goals and objectives of the Recreation Department.

Qualifications

Must be able to uphold and enforce Park District Policies and Procedures, be able to provide work direction and supervision and have a comprehensive understanding of inventory control and budgeting. Bachelor's Degree in Marketing or Public Relations or related field or 5 years' experience in marketing or public relations is required. Possess or working toward CPRP certification and able to maintain professional development credits to meet national requirements. Illustrate a general knowledge of computer systems and be proficient in graphic design and website software. This position also requires CPR, AED, and First Aid certification.

Primary Responsibilities

This person's duties shall include, but not be limited to:

- Represents the Park District at community events and assists with the coordination of public events involving the Park District
- Responsible for creating and/or developing, organizing, and coordinating the publication and distribution of the seasonal program catalogs and other District publications
- Responsible for all media relations communication for the District
- Responsible for the development of news releases, presentations, articles, advertisements, as well as story submissions to the local news media
- Responsible for coordinating, submitting, and reporting of recreational programming and various district grants

- Responsible for promotion, solicitation, development, implementation, and generation of sponsorship revenue for the district, events, programs, and the advertising for the seasonal program guide
- Coordinates and maintains inventory of signage for District's events
- Responsible for research, design, acquiring and maintenance of Park District promotional giveaways, exhibit materials and equipment
Responsible for ordering Park District branding materials including letterhead, envelopes, business cards and professional name badges for full-time staff
- Responsible for District social media and website maintenance
- Responsible for designing and distribution of community event posters
- Program maintenance: ensures information is current and accurate
- Ensure the Webtrac parameters are maintained to facilitate mobile-friendly registration and provide easy access to program discovery
- Responsible for initiating reports for refunds, credits and transfers pertaining to designated programs
- Serves as liaison for state and local officials
- Serves as the intercommunication liaison for the New Lenox Friends of the Parks Foundation Board, including the coordination of membership drives, fundraising efforts, coordinating monthly meeting agendas, meeting minutes and Board Packet preparation, as they relate to the New Lenox Community Park District's mission statement
- Serves as an information/communication liaison for Community Organizations, Local Government Agencies and News Media
- Participates in Park District networking opportunities by attending various civic functions, meetings and events
- Promotes Park District support and awareness
- Represents the Park District at community events and assists with coordination of public events involving the Park District
- Acts as a representative of the Park District, serving as a member or leader in the community organizations.
- Local Election Official/Deputy Registrar
- Forecasts, monitors, and stays within strict budget guidelines for specific line items
- Responsible for creating the annual report
- Freedom of Information Officer
- Stays apprised of the legislative process and how it affects Park Districts
- Assists in keeping local Park Districts informed about legislative developments, including bills and policies that impact operations and funding
- Works with state and local representatives to advocate for policies that benefit and Park District and community
- Interviews, hires, and supervises recreation leaders and support staff for designated programs
- Provides appropriate training for recreation leaders and support staff for designated programs
- Oversees and approves bi-weekly payroll for recreation staff
- End of month reports
- Assists the Director of Recreation with information for Board Reports
- Clerical support as needed

Secondary Responsibilities

1. Back-up functions to other Recreation Supervisor(s)
2. Back-up functions to the Deputy Director of Recreation

Apply at:

<https://www.applitrack.com/newlenoxparks/onlineapp/jobpostings/view.asp?category=Recreation&AppliTrackJobId=376&AppliTrackLayoutMode=detail&AppliTrackViewPosting=1>