



## Communications & Marketing Coordinator

Hoffman Estates Park District

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**Closing Date:**

**Salary:** \$55,000-\$65,000

### Description:

The Hoffman Estates Park District is excited to announce a professional opportunity within our Communications & Marketing Department to join our Hoffman Estates team!

The Communication and Marketing Coordinator is responsible for developing and executing comprehensive marketing and communication strategies that promote and expand the District's programs, services, and facilities. This role works collaboratively alongside an equivalent Coordinator to create compelling, brand-aligned content across multiple platforms, including the website, digital and print promotional materials, email campaigns, and social media channels.

This position reports directly to the Director of Communications and Web Management.

We are seeking an energetic and dedicated professional to join our team of 75+ full-time staff with proven results and strong organizational skills who will help drive our programs and services to reflect the standards of our award-winning District. HEParks stands unparalleled in the state of Illinois with both overall state and national accreditations combined with national Gold Medal awards.

HEParks represents a dynamic community with over 50,000 residents, boasting 900 acres of open space, and more than 80 parks. Among our amenities are two recreation centers, a two-sheet ice arena, the Seascape family aquatic center, 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 park district services and facilities.

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

### Position Summary

The Communication & Marketing Coordinator is responsible for developing and executing comprehensive marketing and communication strategies that promote and expand the District's programs, services, and facilities. This role works collaboratively alongside an equivalent Coordinator to create compelling, brand-aligned content across multiple platforms, including the website, digital

and print promotional materials, email campaigns, and social media channels. The Coordinator oversees the production of high-quality visual content, including photography and video, to effectively showcase District initiatives and engage the community. This position ensures consistent brand messaging, strengthens public awareness, and supports organizational growth through strategic communication efforts.

### **Scheduling and Pay**

This is a full-time, exempt position. The target hiring range is \$55,000-\$65,000 annually, depending on qualifications and experience. The standard schedule is Monday-Friday but includes weekend and evening hours, based on agency needs.

### **Essential Duties and Responsibilities**

- Create and execute and strategy of the District's digital presence, actively developing, producing, and scheduling content across social media channels, websites, and online listings.
- Capture and edit high-energy photography and short-form video content to build a robust digital asset library and elevate our online brand voice.
- Develop, design, and maintain creative assets for the District using desktop and web-based software platforms, including WordPress, Constant Contact, ActiveCampaign, Adobe Creative Suite, and other graphic design, video editing, and web development tools
- Oversee and manage content for facility-based digital communication channels, including marketing monitors, TVs, kiosks, and other on-site displays.
- Develop, implement, and analyze email marketing campaigns, digital forms, and surveys using platforms such as ActiveCampaign, Constant Contact, and JotForm to drive engagement and program participation.
- Maintain and update the District's online registration splash page to ensure timely, accurate, and visually engaging information.
- Ensure consistency of District branding and visual identity standards across all multimedia platforms, including print materials, digital communications, video, large-format signage, program guides, brochures, promotional items, and social media.
- Develop promotional presentations, displays, and marketing materials to support District programs, events, and community outreach initiatives.
- Collaborate with Recreation and Facilities teams to design and produce seasonal program guides, brochures, and event materials that effectively promote District offerings.
- Develop and maintain integrated marketing content calendars to ensure strategic, timely, and coordinated campaign execution.
- Monitor, analyze, and interpret marketing data and performance metrics to evaluate campaign effectiveness and inform future strategies.
- Ensures goals are being met within area of responsibility as well as being a productive team member to achieve division and department goals.
- 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 Marketing and Web Management.

### **Position Requirements**

Graduate of a college or university with an associate or bachelor's degree in public relations, Marketing, Communications, Graphic Design, Advertising, Graphic Arts, Digital Marketing and/or Media, or related field.

## **Skills/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.
- Become a certified CPR and First Aid Instructor within 120 days.
- Willingness to work outside of standard business hours, including nights and weekends.

## **Knowledge**

- Demonstrated experience creating engaging content for social media platforms, with a strong eye for visual storytelling, photography, and videography.
- Proficiency in mobile-first video editing tools (e.g., CapCut, InShot, Adobe Rush) to independently produce high-energy, short-form video on a quick-turnaround basis.
- Demonstrated knowledge in managing content and analytics of social media (e.g. Facebook, Twitter, Instagram), online networking (e.g. LinkedIn), online video sharing, and online business listing (e.g. Google MyBusiness and Yelp) platforms.
- Demonstrated knowledge using email marketing (e.g. Constant Contact, Active Campaign), and online forms and survey (e.g. WPForms, JotForms, GoogleForms, Survey Monkey) platforms
- Knowledge and experience with WordPress, Adobe Creative Cloud, Microsoft Office
- Demonstrated knowledge in website and digital content management.

## **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.
- Telecommuting one day per week eligible position

## **Benefits**

In exchange for your time and talent, we offer a generous benefit package with a high employer contribution toward employee insurance coverage and personal development opportunities.

- Medical Coverage – PPO or HMO
- Dental Coverage
- Prescription Coverage
- Vision Coverage
- Life Insurance
- Short- and Long-Term Disability (IMRF)
- Short-Term Disability Supplemental (Aflac)
- Pension/Defined Benefit Plan (IMRF)
- 457 Plan/Defined Contribution Plan

- Paid Time Off
- Professional Membership Dues Reimbursement
- Park District Facility Discounts and Usage Benefits

Link to Apply:

<https://www.paycomonline.net/v4/ats/web.php/portal/7E000DE8BA68EE33EB416631EB43F8E8/jobs/338745>