



Director of Brand Strategy & Community Engagement Glenview Park District

Contact Name: Lianna Caro
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Contact Phone: 224-521-2266
Closing Date:
Salary: \$117,259-\$135,000

Description:

“Recreate” a better life with a career in the field of Parks & Recreation!

About the Glenview Park District

The Glenview Park District is widely recognized as one of the premier park and recreation agencies in the nation. Serving a community of over 61,000 residents located 20 miles northwest of Chicago, we operate a \$57 million budget, 25+ parks, 15 facilities, and a team of 125 full-time and over 750 seasonal and year round part-time employees dedicated to enriching lives through exceptional experiences. We don't just meet the standard - we set it.

Our Honors at a Glance

- NRPA Gold Medal Finalist — 2026, 2025, 2024, 2019 and 2009(won outright in 1970 & 1974): the most prestigious award in parks and recreation, honoring excellence in long-range planning, resource management, environmental stewardship, and program development.
- CAPRA Accredited (2023) - one of only 206 agencies nationwide and one of only 9 in Illinois to hold this distinction, the only national accreditation for park and recreation agencies.
- IAPD/IPRA Distinguished Accredited Agency — 2024 & 2018, a dual-accreditation honor that places Glenview among the most operationally excellent park districts in the state.
- GFOA Certificate of Achievement for Excellence in Financial Reporting — awarded every year since 2007 (19 consecutive years), recognizing financial reports that go beyond minimum requirements with full transparency and clarity.
- IPRA Best Workplace Award — recognized as the top park district employer in Illinois, reflecting an 88.6% employee satisfaction rate and a culture of engagement, inclusion, and growth.
- IPRA Champions for Change Award (2023) honoring exemplary practices in diversity, equity, and inclusion across our community and organization.
- Illinois Association of Museums Best Practices Award in Exhibits (2025) for the Discovery Room at The Grove.
- IAPD Best of the Best Partnership Award — 2023 & 2022.
- Annual attendance exceeding 1.37 million visits; nearly 92% of residents rate the District positively.

Why Join Us?

This is a rare opportunity to serve as the strategic marketing professional of a nationally recognized,

mission-driven organization. You will work alongside a collaborative leadership team, a supportive Board of Commissioners and community, with a staff culture that has earned Illinois' top park district workplace designation. Our facilities include an award-winning community Ice Center, an indoor Tennis Club, The Grove National Historic Landmark with an interpretative center and nature trails, Historic Wagner Farm, two outdoor aquatic centers, an 18-hole and a 9-hole golf course, paddle tennis courts, a health and fitness center, and Park Center—a popular recreation center housing a health and fitness center, senior center, preschool, indoor pool, gymnasiums and recreational program space.

You won't just lead marketing here - you will help shape the voice, visibility, and community connection behind one of the most dynamic, community-centered park districts in the state.

JOB SUMMARY:

The Director of Brand Strategy and Community Engagement reports to the Executive Director and carries district-wide responsibility for promoting programs, facilities, and services that enrich the lives of residents. Develops and executes comprehensive marketing, branding, and outreach strategies along with support materials that increase awareness, participation, and community engagement. The Director directly supervises four full-time employees, part-time staff, and coordinates with contractors as needed. The Director of Brand Strategy and Community Engagement is responsible to perform the following essential functions including, but not limited to:

- Provides dynamic leadership and direction in the design and implementation of an overall marketing, communications, and public relations plan for the entire organization (analyzes data, identifies target markets, creates strategic marketing plan to reach those markets, and executes plan to accomplish overall objectives).
- Works cooperatively with all facilities and department managers to lead the development, implementation and evaluation of site and/or program-specific annual marketing plans (to include data analysis, strategy, tactics, and benchmarks to measure success).
- Establishes and maintains set of standards to promote a consistent brand image in the development of communication and promotional materials.
- Develops programs for ongoing customer feedback for use in evaluating marketing needs
- Provides creative direction and manages the quality, content, design, and image of all marketing and communication projects and products including the organization's website, brochure, logo usage, print media, newsletters, videos, photography and advertising.
- Oversees, schedules, and manages marketing department workflow in an efficient manner. Hires freelancers as necessary to assist with overflow projects, etc.
- Develops and coordinates media interest in the organization, develops relationships and regular contact with media, and assures appropriate response to media requests.
- Develops community and corporate relationships, public good-will and potential marketing opportunities.
- Oversees the development, solicitation, and execution of sponsorship opportunities district-wide.
- Presents and organizes community outreach strategies and delivery and collection of information from community outreach
- Represents the District as a liaison to 4th of July Committee, Glenview Park Foundation, Chamber of Commerce and other groups as necessary.
- Develops, analyzes and monitors marketing department budget.

QUALIFICATIONS:

- Bachelor's degree in marketing, communication, business, or other related field required.
- Minimum of 5 years' related progressive supervisory, marketing, sponsorship and public relations experience
- Advanced knowledge of marketing and advertising principles and concepts.
- Sound skills in planning, project management and attention to detail.

- Strong communication and presentation skills (verbal & written) and high level of business acumen.
- Excellent time management skills with a proven ability to meet deadlines and manage staff & vendors to do same.
- Ability to write content and evaluate graphic layout.
- Knowledge of web page design and ability to refresh content.
- Knowledge of and skill in data collection, surveys, analysis and measurement methods.
- Knowledge of other technology tools and sources useful in performing marketing activities.
- Licenses: Valid Illinois driver's license required.

SCHEDULING & PAY:

- Full-time, year-round, salaried supervisory position.
- Core hours: Monday–Friday, 8:30 a.m.-5:00 p.m., with some evening and weekend work as required.
- Target hiring range: \$ 117,259-\$135,000 DOQ. Full pay range: \$ 117,259-\$164,162.

BENEFITS WE OFFER

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 & Paid Emergency Leave
- Tuition Reimbursement
- Professional Membership Dues Reimbursement
- Public Service Loan Forgiveness
- Park District Facility Discounts and Usage Benefits

FOR MORE INFORMATION

Contact Lianna Caro, Director of Human Resources, at Lianna.Caro@glenviewparks.org.

APPLY ONLINE

Visit us at www.GlenviewParks.org – click on “Jobs” at the top of the page.

The Glenview Park District is an Equal Opportunity Employer.