



Manager, Digital Marketing & Communications

Illinois Park and Recreation Association (IPRA)

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Closing Date: 2026-08-07
Salary: 65,000 - 75,000 DOQ

Description:

Position Summary

The Manager of Digital Marketing & Communications manages the day-to-day execution of IPRA's marketing, communications and digital engagement efforts. Working under the direction of the Director of Membership & Communications, this position develops and distributes content, manages digital platforms, coordinates marketing campaigns, maintains brand consistency and supports membership, education, events, sponsorships and organizational initiatives. The position serves as IPRA's primary staff resource for website management, email marketing, social media, graphic design, digital analytics and marketing automation.

Key Responsibilities

Marketing and Communications Management

- Maintain an annual marketing and communications calendar for IPRA programs, events, education, membership campaigns, sponsorship opportunities, awards, initiatives and organizational announcements.
- Design and execute integrated marketing campaigns that support membership cycle, education registration, event attendance, sponsorship visibility and member engagement.
- Coordinate marketing and graphic design support across departments to ensure IPRA communications are accurate, consistent and aligned with organizational priorities.
- Maintain consistency with IPRA's brand standards, tone, visual identity, and messaging across digital and print communications.
- Work with IPRA department leads to confirm audience, message, timing, calls to action and deadlines. Help translate program information into clear, member-focused marketing messages.
- Elevate competing priorities, capacity issues or timing conflicts to Director.

Website, Digital Content and Tools

- Manage digital communications across IPRA's member-facing channels, including email, website, digital newsletters and other platforms.
- Draft, edit, design, schedule, and distribute content that promotes IPRA programs, services, events, and member benefits.

- Create and coordinate digital and print marketing materials, including event promotions, email graphics, magazine ads, annual report support, and special campaign materials. Photography and videography may be required occasionally.
- Manage and update website content ensuring it is accurate, current, user-friendly, ADA-compliant, and aligned with IPRA's mission and goals. Assist with the Foundation website and related outreach, such as Unplug Illinois, as needed.
- Manage mailing lists for Illinois Parks & Recreation magazine.
- Troubleshoot routine digital communications issues and coordinate with platform vendors or consultants when needed.
- Use AI and digital tools in accordance with IPRA policies, including expectations for confidentiality, member data privacy, accuracy, and human review.

Social Media and Online Engagement

- Manage IPRA's social media and content calendar.
- Create, design and schedule posts that promote events, education, member achievements, sponsor visibility and association news.
- Support digital promotion of IPRA's online CommUnity in partnership with the Senior Manager of Member Engagement.
- Coordinate with staff and volunteer leaders to take and/or gather photos, videos, stories, testimonials and timely updates.

Membership, Event and Education Marketing

- Support new member onboarding communications and campaigns, benefit reminders and year-round value messaging as directed by the membership engagement strategy.
- Work with Education and Events departments to market educational programs, events, conferences and professional development opportunities.
- Assist departments with event-specific marketing timelines, messaging and calls to action, including the support of sponsor deliverables.
- May support committees, as needed.

Analytics and Reporting

- Track and report on key marketing and engagement metrics within all digital platforms and tools and share with Director of Membership and Communications.
- Using data, recommend improvements to messaging, timing, audience segmentation, content and digital strategy.

Required Qualifications

- Bachelor's degree in marketing, communications, nonprofit management, association management, or a related field.
- Three-five years experience working for a membership association, nonprofit, professional society, or mission-driven organization in marketing, communications, digital engagement, membership or a related field.
- Strong writing, editing, proofreading, graphic design, and content development skills with excellent attention to detail and accuracy.
- Experience with email marketing platforms (Constant Contact), website content management systems, social media platforms, scheduling tools, and analytics dashboards.
- Website management and content management systems experience (HubSpot)
- Video editing capabilities
- Microsoft Office Suite (Word, Excel, PowerPoint)
- Comfort working with data, audience segmentation, campaign metrics, and reporting.

- Strong project management skills with the ability to manage multiple deadlines, coordinate across departments, and translate program needs into clear marketing actions.

Preferred Qualifications

- Experience with association management systems or customer relationship management systems.
- Experience building automated email workflows, renewal campaigns, or onboarding communications.
- Experience with Canva, Adobe Suite (Photoshop, Illustrator), ChatGPT, Claude AI, or similar tools.
- Photography and videography skills.
- Understanding of member engagement, retention, renewal cycles, and event marketing.

Other duties as assigned by the Executive Director or department director. Limited travel, mostly within the state, may be required. The Annual Conference will require an extended stay downtown Chicago the last week of January each year. The Illinois Park & Recreation Association has a hybrid work environment. Interested candidates should submit cover letter and resume to Heather Weishaar, heather@ilipra.org.