



Marketing & Communications Specialist

Park District of La Grange

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Closing Date:

Salary: \$55,000 - \$65,000/DOQ

Description:

Join Our Team at the Park District of La Grange!

Are you looking for a rewarding career where you can make a real impact in a vibrant, community-focused organization? The **Park District of La Grange** is the perfect place to grow your career while serving a welcoming and active community!

General Purpose

The Marketing & Communications Specialist is responsible for planning, developing, coordinating, and implementing the Park District's marketing and communications initiatives. This position promotes Park District programs, facilities, events, services, and community engagement through strategic marketing, digital communications, public relations, sponsorship development, and brand management.

The Marketing & Communications Specialist develops comprehensive marketing campaigns, manages the District's digital presence, oversees website content, coordinates public information efforts, and ensures consistent branding across all communication platforms. This position works collaboratively with all departments to develop marketing strategies that increase participation, enhance community awareness, and support the District's mission and strategic goals.

The employee exercises considerable independent judgment while working within established policies and procedures and is evaluated based on the effectiveness of marketing campaigns, communication strategies, customer engagement, project management, fiscal responsibility, and overall quality of work.

Qualifications

Bachelor's Degree in Marketing, Communications, Public Relations, Advertising, Graphic Design, Journalism, or a closely related field is preferred.

Minimum of three (3) years of progressively responsible experience in marketing, communications, public relations, digital marketing, or a related field, or any equivalent combination of education, experience, and training that provides the required knowledge, skills, and abilities.

The successful candidate should possess:

- Excellent written and verbal communication skills.
 - Strong organizational and project management abilities.
 - Experience managing multiple projects and deadlines.
 - Experience with website content management systems.
 - Knowledge of social media management and analytics.
 - Experience with email marketing platforms.
 - Working knowledge of Adobe Creative Cloud and Canva or equivalent design software.
 - Knowledge of Microsoft Office Suite.
 - Photography and basic video editing experience preferred.
 - Understanding of branding and marketing principles.
 - Knowledge of accessibility standards and digital communication best practices preferred.
- Must possess or obtain CPR/AED and First Aid certification within ninety (90) days of hire.
- Must possess a valid Illinois Driver's License.

Essential Duties

Marketing & Communications

1. Develop, implement, and evaluate the District's annual marketing and communications plan.
2. Coordinate marketing efforts for all departments, programs, facilities, events, and services.
3. Develop marketing strategies that increase participation and community engagement.
4. Collaborate with department staff to identify promotional opportunities and marketing priorities.
5. Maintain the District's brand identity and ensure consistency across all communication platforms.
6. Coordinate production schedules for marketing materials.
7. Manage marketing calendars and promotional timelines.
8. Measure campaign effectiveness and recommend improvements.

Digital Communications

1. Manage all Park District social media platforms.
2. Create and schedule engaging digital content.
3. Manage the District website including content updates, news releases, calendars, and program information.
4. Coordinate email marketing campaigns.
5. Monitor website and social media analytics.
6. Ensure digital communications meet accessibility standards whenever practical.
7. Stay current on emerging marketing trends and communication technologies.

Public Relations

1. Prepare and distribute press releases.
2. Serve as a communications liaison with local media.
3. Coordinate public announcements and community messaging.
4. Assist with communication during emergencies or service interruptions.
5. Promote positive public awareness of District programs and initiatives.
6. Attend community meetings and events as assigned.

Sponsorships & Partnerships

1. Develop and maintain sponsorship opportunities for District programs and events.
2. Assist Recreation staff with sponsorship recruitment and recognition.
3. Maintain relationships with community partners and sponsors.
4. Assist with advertising sales for District publications and promotional materials.

5. Coordinate sponsor recognition in marketing materials.

Website & Brand Management

1. Ensure website content remains accurate and current.
2. Coordinate updates with department staff.
3. Maintain District branding standards.
4. Review marketing materials for consistency and accuracy.
5. Coordinate with the Graphic Design Specialist on creative projects.

Photography & Content Development

1. Coordinate photography for programs, parks, facilities, and special events.
2. Maintain the District photo and digital asset library.
3. Develop written content for publications, newsletters, brochures, website articles, and social media.
4. Assist departments in developing promotional copy.

Personnel Management

1. Coordinate marketing requests from all District departments.
2. Establish project priorities and production schedules.
3. Provide guidance and direction for marketing and graphic design projects.
4. Maintain positive working relationships with District staff.
5. Assist with onboarding staff regarding District branding and communication standards.

Fiscal Management

1. Assist in developing the annual marketing budget.
2. Monitor expenditures related to marketing and advertising.
3. Process invoices and maintain marketing records.
4. Evaluate marketing expenditures for effectiveness.
5. Recommend cost-effective marketing solutions.

Customer Service

1. Maintain exceptional customer service.
2. Respond to public inquiries related to marketing and communications.
3. Promote positive public relations.
4. Support District staff with communication needs.
5. Represent the District professionally.

Other Duties And Responsibilities

1. Attend professional development opportunities.
2. Participate on committees as assigned.
3. Assist with emergency communications.
4. Work occasional evenings and weekends for District events.
5. Perform other duties as assigned.

Why Join Us?

At the Park District of La Grange, we care about our employees and offer **amazing benefits** that support your well-being and professional growth, which include comprehensive insurance options, retirement & financial security, work-life balance & paid time off, and employee wellness perks. To view our full benefits package and to apply, visit the link below and take the next step in your career with the Park District of La Grange!

<https://www.paycomonline.net/v4/ats/web.php/portal/B92F750363D59632C8640E19294B6519/jobs/681813>