



Marketing Manager

Park District of Highland Park

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Closing Date:

Salary: \$79,721.00 - \$91,679.00

Description:

Job Summary

The Park District of Highland Park serves our community through parks, recreation programs, trails, and facilities that bring people together and improve quality of life. We have an immediate opening for a Marketing Manager to own our brand and tell our story to the world — and we want someone who's ready to make it their own. Take the lead to connect residents and customers with everything we offer, from youth sports and fitness classes to unforgettable special events and the natural spaces that make our community special. If you are the person everyone in the room looks to for bold creative ideas with a sharp data-driven strategy — and you're ready to roll up your sleeves and make things happen — this role was built for you. You'll be the driving force behind how residents discover our programs, parks, and events, blending brand-building with the kind of practical, ROI-focused work that actually moves the needle: driving registrations, filling seats at events, and growing sponsorship revenue. You'll lead and mentor our talented, award-winning team of marketing supervisors and specialists, developing and executing annual marketing plans across web, social, and email. You'll partner with every level of the organization to align marketing with big-picture goals, champion brand consistency across everything we touch, track the KPIs that prove your impact, manage our growing sponsorship program, and lend your marketing muscle to support our Parks Foundation's mission. If you're ready to lead with creativity, own your impact, and help shape how an entire community experiences parks and recreation — we want to hear from you! This Role is responsible for overseeing district-wide operations of the marketing team, including promoting parks, facilities and recreation services. The Manager works with department staff and district wide managers in the development and execution of comprehensive marketing plans and community outreach strategies that support the district's brand, while creating awareness and engagement that results in increased participation, revenue generation, and enrichment of community life. Also responsible for securing sponsorships, assisting with donor management, providing marketing materials, developing and coordinating fundraising activities, campaigns and events, and other administrative support for the Parks Foundation of Highland Park.

Supervisory Responsibilities

Directly supervises three (3) full-time employees and indirectly supervises one (1) full-time employee and one (1) part-time employee in the Communications & Marketing Department. Is responsible for the overall direction, coordination, and evaluation of work performed. Participate in hiring, training and

onboarding staff; provides ongoing supervision, coaching and professional development; conducts performance reviews and corrective action as needed; ensures staff compliance with policies, procedures and customer service standards; assists in the development of team goals and fosters a positive, inclusive work environment.

Essential Job Duties

- Collaborate with direct reports and district-wide managers to develop, implement, track, analyze data, evaluate and report on Park District marketing plans that include activities, deliverables and performance targets, in alignment with the district's comprehensive plan.
- Ensure district-wide marketing deliverables, including printed and social media, are consistent with internal standards and policies, aligned with appropriate target audiences, and strategized to be delivered at the most impactful time and place in effort to meet or exceed established performance targets for participation and revenue generation for both the Park District and Parks Foundation.
- Collaborate with direct reports on preparing recommended action items for the annual work plan, including assigning responsibility, leveraging the strengths of team members, reporting on performance metrics that support goals and strategies of the district's strategic plan.
- Provide administrative and marketing support to the Parks Foundation and attend all Foundation meetings as an administrative liaison to the Foundation.
- Coordinate Parks Foundation annual events to support fundraising efforts ensuring seamless execution and maximum engagement including the annual Northshore Pickleball Tournament, Champion's Celebration, and Annual Appeal.
- Provide management assistance and administrative support for capital fundraising initiatives including managing donor lists, donor recognition programs, donor correspondence, marketing, and fundraising committee support.
- Write and design content for compelling fundraising marketing materials, donor recognition programs, pitch letters, proposals, and agreements.
- Manage Parks Foundation and Park District sponsorship programs meeting revenue goals.
- Manage marketing, renewals, negotiations, agreements, fulfillment, and maintain positive relationships with corporate funding partners.
- Represent the Park District and Parks Foundation at public functions, events, and community gatherings, fostering positive relationships with stakeholders.
- Attend Park District Board meetings to provide development and community relations updates as needed.
- Serve as Park District representative on assigned committees and community groups.
- Carry out public relations work involving the promotion of the Park District facilities and their associated services.
- Keeps the Director of Communications and Marketing informed on all matters of significance.
- Performs other duties as assigned.

Education and Experience: Bachelor's degree (B.A.) from four-year college or university, with a degree in marketing, advertising, business, business development, or a similar field, including progressive experience supervising full time staff and at least five to seven (5-7) years of related experience and/or training in preparing and delivering marketing plans and strategies, sponsorship development, donor management, and multi-year partner agreements; or equivalent combination of education and experience. Supervisory experience of at least two (2) years.

Required Skills/ Abilities:

Excellent verbal and written communication skills

Excellent interpersonal skills with a focus on negotiation

Excellent design skills and proficient in Adobe Suite or similar design tools.

Strong project management skills & attention to detail
Demonstration of high-quality standards.
Excellent time management skills with a proven ability to meet deadlines.
Effectively present information and respond to questions from stakeholders.
Proficient with Microsoft Office Suite or related software.
Excellent ability to exercise critical-thinking and problem-solving.

Classification: Full time, Exempt

Wage Range: \$79,721.00 - \$91,679.00

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. Prolonged periods of sitting at a desk and working on a computer. Operates a variety of office equipment, including computer hardware, telephone, calculator, and photocopier, postage machine; required to grasp objects. Regularly speak to others one-on-one in-person or over the phone. Specific vision abilities required by this job include close vision and ability to adjust focus. Must be able to lift up to 15 pounds regularly and occasionally lift and/or more up to 25 pounds.

Working Conditions: The physical environment requires the employee to work primarily in an indoor office setting and sit for prolonged periods of time. Employee may occasionally work outside for short periods of time in heat/cold, wet/humid, and dry conditions. May be requested to work occasional evenings and weekends for staff trainings and special events.

Benefits: The Park District of Highland Park offers the following comprehensive benefits package:

- Medical Insurance (Blue Cross Blue Shield HMO or PPO)
- Dental Insurance
- Vision Insurance
- 4 Weeks Paid Maternity/Paternity Leave
- Company Paid Group Term Life Insurance
- Voluntary Supplemental Life Insurance
- Pension/Benefit Plan (IMRF)
- Deferred Compensation Plans
- Flexible Spending Accounts (Health and Dependent Care)
- Ten (10) Paid Federal Holidays
- Paid Vacation
- Three (3) Floating Holidays
- Twelve (12) Paid Sick Days
- Incentivized Wellness Program
- Health & Fitness Membership
- Outdoor Pool Membership and Seasonal Beach Access
- Program and Facility Discounts on a variety of recreational activities including Golf, Racquet Sports, and Ice Skating.

The Park District of Highland Park is an Equal Opportunity Employer

Apply at: Marketing Manager