



Marketing and Community Engagement Manager

Lake Bluff Park District

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Closing Date:

Salary: \$59,000-\$89,000

Description:

LAKE BLUFF PARK DISTRICT

Job Title: Marketing and Community Engagement Manager

Classification: Full-time

Supervisor: Executive Director

Rate: \$59,000 -\$89,000

Job Overview:

The Marketing and Community Engagement Manager is responsible for developing and implementing the Lake Bluff Park District's communication, marketing, and community engagement strategies to support organizational goals. This position oversees digital and print communications, branding, public information, social media, website content, and promotional materials. The position reports directly to the Executive Director and may supervise part-time staff and volunteers.

Qualifications:

Bachelor's degree in marketing, communications, public relations, recreation, or a related field.

A minimum of five (5) years of professional experience in communications, marketing, public relations, recreation, government, or a related field; or an equivalent combination of education and experience.

The successful candidate should possess:

- Strong knowledge of marketing, communications, public relations, and digital media strategies.
- Experience with graphic design, content creation, content editing, copywriting, and market research preferred.
- Proficiency with Microsoft Office, Adobe Creative Suite, website content management systems, and social media platforms.
- Excellent written, verbal, organizational, and project management skills.
- Ability to develop and maintain effective working relationships with staff, community members, and stakeholders.
- Valid driver's license required.

- Ability to obtain First Aid/CPR/AED certification.

Essential Duties & Responsibilities include the following. Includes other duties as assigned:

Marketing & Community Engagement:

- Develop and implement comprehensive marketing and communication strategies that support the District's mission and goals.
- Plan, coordinate, and produce marketing materials, including brochures, newsletters, flyers, banners, and other print and digital publications.
- Coordinate promotional campaigns and community outreach efforts.
- Capture and edit photography and video content to promote District programs, events, facilities, and projects.
- Support community outreach efforts and promote positive awareness of District programs, services, and events.
- Attend community meetings and events as assigned.

Digital Communications:

- Manage the District's website, social media platforms, digital communications, and public information efforts.
- Provide administrative support for software systems, website management, and technology initiatives.

Website & Brand Management:

- Develop targeted email marketing campaigns that promote District programs, events, services, and campaigns.
- Maintain District branding standards and ensure consistent messaging across all communication channels.
- Manage the District's website and ensure content is accurate, timely, and aligned with brand standards.

Personnel Management:

- Coordinate marketing requests from all District departments.
- Maintain positive working relationships with District staff.
- Collaborate with department staff to identify promotional opportunities and marketing priorities.

Fiscal Management:

- Manage marketing-related budgets and technology resources as assigned.

Customer Service:

- Respond to public inquiries related to marketing and communications.
- Promote positive public relations.
- Represent the District professionally.

Why Join Us?

At Lake Bluff Park District, your work has a direct and lasting impact on the community. For more than 100 years, the Park District has helped create places, programs, and experiences that bring people together, promote healthy lifestyles, and strengthen the spirit of our community.

When you join our team, you become part of an organization that values community, stewardship, service, continuous improvement, and excellence. We believe great parks and recreation experiences start with great people, and we empower our employees to make a meaningful difference every day.

Supervision:

Works under the general direction of the Executive Director with considerable independence in carrying out assigned responsibilities. Responsible for prioritizing work, managing projects, and utilizing available resources to achieve departmental objectives.

Physical Demands:

Work is primarily performed in an office environment and is considered sedentary in nature. Responsibilities may involve occasional travel within and around District facilities and the movement of light items in support of daily operations.

Benefits:

Full-time roles have the opportunity to enroll in medical, dental, vision, life insurance, and pension benefits.

EOE/M/F/D/V/SO