



Digital Marketing Coordinator

Northwest Special Recreation Association

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Closing Date:
Salary: 46,278.00 - 50,278.00

Description:

Job Title

Digital Marketing Coordinator

Department

Marketing

Direct Reports

None

Reports To

Superintendent of Communications and Technology

Benefits

Medical, Dental, Vision, PTO, IMRF

Classification

Full-Time

Schedule

Estimated 40 hours per week

Ability to work a flexible schedule Monday - Friday; will include occasional evenings and weekends based on programming and association needs

Salary/Hourly Wage

\$46,278 - \$50,278

FLSA

Exempt

Job Purpose

The Digital Marketing Coordinator supports the missions of NWSRA and SLSF by developing and delivering engaging digital content that promotes agency programs, initiatives, and community partnerships. With a strong emphasis on short-form video production, social media management, and digital storytelling, this role captures and shares meaningful experiences that showcase the impact of NWSRA and SLSF. The Digital Marketing Coordinator is responsible for creating compelling video content, managing social media platforms, supporting digital marketing campaigns, and maintaining a consistent and engaging online presence. Through creativity, innovation, and strategic digital communication, this position helps expand community awareness, strengthen audience engagement, and advance inclusive recreational opportunities for individuals with disabilities.

Essential Duties and Responsibilities

Digital Content Creation & Video Production

- Lead the development, filming, editing, and production of engaging short-form video content for NWSRA and SLSF, with a strong emphasis on TikTok, Facebook Reels, Instagram Reels, and other emerging digital platforms.
- Develop creative video concepts that showcase NWSRA programs, participants, staff, special events, and the agency's mission of Celebrating Ability.
- Regularly visit NWSRA programming locations and events to capture authentic, engaging video footage and photography that highlights participant experiences and agency initiatives.
- Produce a variety of digital video content, including participant spotlights, staff features, program highlights, behind-the-scenes footage, event recaps, promotional videos, and social media trends.
- Manage all aspects of video production, including concept development, scripting, filming, lighting, audio, editing, captioning, and final distribution.
- Stay informed of emerging social media trends, video techniques, platform algorithms, and digital marketing best practices to continuously improve content quality and audience engagement.
- Ensure all video content is accessible, appropriately captioned, consistent with agency branding, and compliant with participant media permissions.

Social Media Management & Digital Engagement

- Develop, implement, and manage social media strategies for NWSRA and SLSF to increase brand awareness, audience engagement, and program participation.
- Write, create, schedule, publish, and monitor content across all agency and foundation social media platforms.
- Maintain a consistent and engaging social media presence through creative storytelling, interactive content, and timely promotion of agency initiatives.
- Develop and maintain a digital content calendar aligned with agency programming, foundation events, recruitment efforts, and organizational priorities.
- Monitor social media engagement, audience growth, video performance, and other key metrics to evaluate and improve digital marketing effectiveness.
- Identify opportunities to expand NWSRA's digital presence through new platforms, creative campaigns, and innovative content strategies.

Website, Email & Digital Communications

- Coordinate website content updates to ensure agency and foundation information remains current, accurate, engaging, and accessible.
- Develop, write, and distribute digital communications, including email newsletters, promotional campaigns, and electronic announcements.
- Collaborate with the Print Marketing Coordinator to obtain branded graphics and visual assets for digital campaigns.
- Assist in developing digital marketing campaigns that promote seasonal registration, special events, employment opportunities, fundraising initiatives, and community engagement.
- Work with internal departments to identify compelling stories, programs, and accomplishments for digital promotion.

Marketing Operations & Collaboration

- Maintain an organized and accessible digital library of agency photographs, video footage, and other multimedia assets.
- Oversee the inventory, maintenance, and proper use of digital marketing equipment, including cameras, microphones, lighting, and video production accessories.
- Research and recommend video production software, social media management tools, and other digital marketing resources.
- Collaborate with Member Park Districts, community partners, and other organizations to develop and share digital content promoting agency initiatives.
- Work with internal staff to improve digital customer communications and enhance the overall customer experience.
- Assist with the preparation of board summaries, monthly reports, and other special reports as needed.
- Maintain effective digital marketing workflows and processes to ensure timely content creation, approval, and distribution.

General Responsibilities

- Effectively utilize computers, phones, tablets, software, and online tools to perform job duties and respond promptly to professional communications.
- Drive Association or personal vehicles for recreation programs, meetings, or Association business as needed.
- Assist with recruitment and community outreach efforts by attending job fairs, school career programs, community events, and staff interviews.
- Perform other duties as assigned to support the Association's Vision, fulfill its Mission, and uphold NWSRA's Core Values.

Qualifications

- Graduate from accredited college or university with a bachelor's degree in Graphic Design, Public Relations, Marketing, Marketing Research, Integrated Marketing Communications or related field.
- Current Certified Park and Recreation Professional (CPRP) or the ability to get certified within an allotted amount of time determined by the policy of the Association and/or the Executive Director.
- Ability to drive Association vehicles.
- Maintain all required certifications.
- Minimum of two years of full-time experience working in marketing and communications.
- Demonstrated knowledge of marketing and communications strategy, with the ability to effectively engage diverse audiences through clear, compelling messaging.
- Strong graphic design skills and ability to conceptualize and create graphic design materials independently.
- Proven expertise in editing and writing for publications, websites and marketing materials.
- Highly motivated, outgoing, and confident self-starter with strong interpersonal and communication skills, both oral and written. Demonstrates leadership qualities, including maturity, flexibility, and professionalism.
- Ability to demonstrate strong leadership qualities, including maturity, flexibility, and professionalism.
- Ability to work independently and collaboratively, brings strong problem-solving skills, and consistently shows reliability, punctuality, and a positive, team-oriented attitude.
- Proficient in Microsoft Office applications, including Word, Outlook, Excel, PowerPoint, SharePoint, and Teams.
- Proficient in Adobe Creative Cloud applications, including but not limited to InDesign, Illustrator, Photoshop, Premiere Pro and After Effects.

- Proficient in utilizing WordPress to manage agency website.
- Demonstrated strong organizational skills, including managing multiple deadlines and priorities with the ability to pivot when necessary.

Physical Demands

The Digital Marketing Coordinator must, with or without reasonable accommodation, be able to perform the following functions:

- Frequently stand, walk, sit, rotate, or feel; reach with arms and hands. The employee must be able to talk, hear, and see (both near and far).
- Gather, load, transport and set-up equipment and supplies.
- Ability to safely lift and transfer loads of up to 75 lbs. or apply up to 40 lbs. of force continuously to move objects.
- Visual acuity required to operate Association vehicles.
- Keyboard information efficiently with a high accuracy rate, for periods of up to an hour or more without a break.

Working Conditions

This job operates in a wide variety of environments. The noise level can range from quiet to loud. When working indoors, conditions can include different types of lighting, temperatures, and noise. When working outdoors you may be exposed to different types of weather conditions, heat, humidity, frigid, windy and wet conditions along with a variety of insects. You may encounter various exposures such as pool chemicals, cleaning chemicals, infectious diseases and a variety of elements when driving and programming for the Associations programs or Foundation events.

Equal Opportunity Employer

Equal Opportunity has been, and will continue to be, a fundamental principle at NWSRA, which bases employment upon personal capabilities and qualifications without discrimination because of an individual's actual or perceived race (including but not limited to traits associated with race, such as hair texture and protective hairstyles such as braids, locks, and twists), color, religion, sex, gender (including gender identity and expression), age, national origin, citizenship status, work authorization status, ancestry, marital status, veteran status, disability, association with a person with a disability, sexual orientation, genetic information, unfavorable discharge from military service or military status, civil union partnership, order of protection status, pregnancy, childbirth or a medical condition related to pregnancy or childbirth, or any other protected characteristic as established by law. Applicants requiring a reasonable accommodation to participate in the hiring process may contact HR at HRteam@nwsra.org.