Marketing Specialist

Winnetka Park District

Contact Name: Beth Dostert
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Closing Date:
Salary: $27.50 to $33.00 per hour based on experience.

Description:
The Marketing Specialist supports the development, coordination, and implementation of marketing initiatives that promote Winnetka Park District programs, facilities, parks, special events, and services. This position creates and manages engaging content across the District's digital communication platforms, including social media, the website, electronic newsletters, and other promotional channels.

The position plays an active role in photography, videography, special event coverage, community outreach, and content development. Working with the Communications + Marketing Manager and District staff, the Marketing Specialist helps execute marketing strategies that increase community awareness, encourage participation, and maintain consistent District branding.

Pay: The hiring range is $27.00 to $32.45 per hour, depending on relevant work experience, education, and other qualifications. This position is full-time and non-exempt.

Required with Application: Cover letter, resume, and portfolio of marketing and graphic design work.

Key Responsibilities:

- Develops, creates, schedules, and publishes engaging social media content.
- Serves as the content and creative lead for the District's website, overseeing quality, consistency, and brand alignment.
- Develops, writes, edits, and proofreads marketing and promotional content, ensuring accuracy, consistency, and brand standards for social media and printed materials.
- Attends and represents the District at assigned programs and events to capture photographs and video footage for marketing and promotional purposes, and edits content for use in print and social media.
- Assists in developing and implementing marketing campaigns and communication strategies.
- Assists with promotional partnerships.
- Monitors and evaluates marketing performance measures.
- Stays current with emerging trends.

The Marketing Specialist reports to the Communications + Marketing Manager.

Work Hours: This position works at least 40 hours per week, onsite**.** Work hours are generally Monday through Friday, 8:30 am to 5:00 pm. The start and end times may be flexible based on the employee's needs. Depending on the District's needs, program and event schedules, the employee may work additional or flexible hours, including evenings and weekends.

To view the full job description, click **here.**

Click **here to review full-time benefits and to apply.**