Superintendent of Marketing & Communications
Itasca Park District

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Closing Date: 2020-02-07
Salary: $55,000-$65,000 DOQ

Description:

Job Title: Superintendent of Marketing & Communications
FLSA Classification: Full-time, Exempt
Employee Benefit Status: Level 1
Department: Administration
Immediate Supervisor: Executive Director

Position Focus:
The Superintendent of Marketing & Communications is responsible for the administration of the promotion, public relations, public information and marketing of the Park District’s programs, services, facilities, special events and public and private business partners to the Itasca and surrounding communities. It is a specialty position, which works under the direction of the Executive Director.

Applications Due: Friday, February 7th - Send cover letter, resume, and application to Maryfran Leno, Executive Director, Itasca Park District, 350 E Irving Park Road, Itasca, IL 60143. NO EMAILED RESUMES WILL BE ACCEPTED.

Qualifications:

Applicant must be 21 years or older. A Bachelor’s Degree in Park and Recreation Administration or related field and/or a minimum of five years full-time progressive work experience in the park and recreation industry. CPRP status or able to attain within one year. The individual should possess friendly and effective interpersonal, written, verbal and telephone communication skills. Individual must be familiar with Microsoft Office applications and able to learn other software packages. The individual should have the ability to plan, organize, supervise and lead recreation and educational programs and part/full-time staff. The individual will be expected to obtain First Aid/CPR/AED and have a valid Illinois class D driver’s license. Other certifications may be required as deemed necessary.

Hours:
The Superintendent of Marketing & Communications is a full-time salaried employee. General work hours are a minimum of 40 hours a week. General work hours take place Monday through Friday,
with some evening and weekend hours due to the nature of the meetings and programs under the Executive Director's direction.

Essential Duties and Responsibilities:
• Develops and coordinates distribution of all routine communications materials for the Park District, including but not limited to, press releases, flyers, brochures, calendars or events, etc.
• Manages and maintains the Park District web site, On-Hold Marketing, Sign Board Requests, etc.
• Works with staff, designer and printer to produce the seasonal program guide and highlights.
• Writes news releases and maintains contact with print and broadcast media via phone, fax, e-mail and written communication.
• Analyzes the marketing needs of the District, departments, facilities, and/or programs, as required.
• Plans and develops market research objectives and conducts market research through surveys, focus groups, needs analyses, attitude surveys and other methods to determine attitudes and needs of the Park district's populations.
• Identifies and pursues opportunities for public and private business partnerships and alternative means of revenue generation for the Park District.
• Identifies, develops and implements sponsorship programs.
• Develops, catalogs and maintains an up-to-date photo and video library for use by District staff.
• Photographs and videotapes District programs, activities, meetings, special events, construction projects and training's.
• Prepares bid specification and solicits quotes for the graphic design and printing of the program guide.
• Participates actively in the Communications and Marketing Section of IPRA to stay informed of trends and developments in employees’ area of responsibility.
• Prepares annual budget projections and monitors revenue and expenses for applicable areas of responsibility.
• Establishes good working relationships with patrons, the community and the general public.
• Prepares and/or directs the preparation of board summaries, monthly reports and periodic and special reports.
• Performs the job safely and in compliance with District policies, procedures, work and safety rules, and the employee handbook.
• Maintains a clean and organized work environment.
• Additional functions may be essential.

Marginal Duties and Responsibilities:
• Assists the Executive Director and Department Heads with special projects, as assigned.
• Assists in the development and implementation of the department’s Comprehensive Plan.
• Provides orientation and training to staff.
• Maintains required departmental records.
• Attends designated staff meetings and participates in IPRA, IAPD and local community agencies, associations and organizations.
• Attends professional conferences and workshops to promote knowledge in related areas of responsibility and for continuing education.
• Performs other duties as assigned.

Required Knowledge:
• Strong knowledge of communications, public relations and marketing strategies.
• Good knowledge of print and broadcasting media.
• Capacity to develop and maintain good relationships with members of the media.
• Basic knowledge of the principles, practices and objectives of park and recreation administration.
• Strong knowledge of the principles of financial management.
• Good knowledge of pertinent safety precautions.
Required Competencies:
• Ability to perform long-range recreational program and facility planning and to advise the Executive Director on community needs and desires.
• Ability to effectively supervise the management of various Park District programs and facilities.
• Capacity to direct the development and execution of the Park District’s Annual Report.
• Ability to lead staff in the development and execution of long-range strategic planning initiatives.
• Ability to cooperate with and interpret Park District philosophies in relation to governmental, public and private groups and agencies and to the general public.
• Ability to hire, supervise, train and evaluate the work of professional, technical, clerical and semi-skilled employees.
• Ability to work harmoniously and maintain effective relationships with fellow employees, patrons, community groups and other units of local government.
• Ability to work independently under general direction of the Executive Director.
• Capacity to be self-motivated and achieve goals by utilizing effective time management and organizational skills.
• Capacity to proactively troubleshoot, problem solve and make sound judgments.
• Ability to maintain self-control and composure in difficult situations.
• Capacity to maintain confidential records and information.
• Ability to follow directions and communicate in English verbally and in writing, and to read and understand materials printed in English.
• Proficiency in word processing, advanced spreadsheet, and basic database applications.
• Ability to pass the Park District’s Defensive Driving training, in order to drive to various Park District locations.

Physical Demands & Environmental Conditions:
• Occasional exposure to natural and potentially extreme weather conditions while supervising employees or attending job related activities at locations away from the office.
• Exposure to noise distractions from employees or equipment operation in adjacent work areas.
• Infrequent exposure to cleaning materials and office supplies.
• Parking is provided in a garage approximately one block away from building.
• Capacity to work in a high stress environment under multiple deadlines and with frequent interruptions.
• Ability to work extra hours to accomplish and complete high volume of work.
• Exposure to chronic infectious disease while performing routine first aid or emergency procedures.
• Protective clothing and equipment is required as it pertains to the particular job duty:
  • CPR Microshield
  • Non-latex gloves

Sitting - constantly
Walking - frequently
Strength – light (0-25lbs)
Climbing – occasionally
Balancing – occasionally
Stooping – occasionally
Kneeling – occasionally
Crouching – not present
Reaching – occasionally

This job description is intended to describe the general content of and requirement for the performance of this position. It is not to be constructed as an exhaustive statement of duties, responsibilities or requirements, and additional duties may be assigned at any time.