



Marketing, Graphic Design & Special Events Coordinator Springfield Park District

Contact Name: Amanda Weaver

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Closing Date:

Salary: \$30,000

Description:

Springfield Park District

Marketing-Graphic Design and Special Events Coordinator

Department: Recreation

Position Title: Marketing-Graphic Design and Special Events Coordinator

Reporting Authority: Position Reports directly to Assistant Director of Recreation

Classification: Full Time - FLSA Non-Exempt

Salary: Hourly \$15 per hour rate | base 40-hour work week

Position Summary:

Reports to the Assistant Director of Recreation & Marketing. The Marketing-Graphic Design and Special Events Coordinator is responsible for the creation and coordination of external written and digital Park District communications such as News Letters, Marketing Pieces planning and execution of events throughout our Recreation Season as they pertain to the overall District and assisting with marketing and special events for other Recreational areas within the District. Additionally, this position is responsible for the development and implementation of the marketing initiatives related to promotion of the Springfield Park District and engagement of the public as defined by the Assistant Director of Recreation & Marketing. This position maintains the Springfield Park District website, Social Media such as Facebook, Instagram, Constant Contact e-communication blasts in addition to developing sponsorship arrangements. This position is responsible for all Park District photography and editing of images. This position is responsible for all graphic design creative work pertaining to print and digital media designs. A background in Graphic Design with experience and a portfolio a must. This position will also work in coordination on other projects as assigned by the Assistant Director of Recreation & Marketing and will serve on the Recreation and Marketing Team for the District.

Strong candidates will enjoy and value working with people of all ages, cultures, and abilities. This position works a minimum of 40 hours per week. The hours would include non-standard work with weekdays and weekends during normal business hours and could include additional evening work and holidays as the facility needs. Schedules could fluctuate based on facility, operational and District

needs. Please see a full list of specific duties below.

Specific Responsibilities:

- o Create, implement, and evaluate district-wide special events.
 - o Develop and maintain Constant Contact lists for purposes of digital and printed communications, event invites and membership outreach.
 - o Coordinate event logistics, collateral material and must be able to design event flyers utilizing Adobe Creative Suite Design software, including but not limited to Photoshop, Illustrator, InDesign, Adobe Acrobat, Audition, and Premiere Pro, implement print production and distribution as well.
 - o Develop and enforce graphic standards and consistency of all marketing materials throughout the District. Maintain Park District logo, Marketing Instruction and Brand Standards Manual.
 - o Deliver/post regular content to social media accounts via, Facebook, Instagram, and other outlets as assigned.
 - o Coordinate with Recreational Areas to populate local community calendars with Park District events and activities including the Convention and Visitors Bureau, Chamber of Commerce, Illinois Times, State Journal Register, News Channel 20 and others that would apply.
 - o Responsible for the development and fulfillment of the events, sponsorship and marketing budgets, including tracking and reporting to the Assistant Director of Recreation & Marketing when requested.
 - o Represent the Springfield Park District at local events.
 - o Write, design, produce and distribute monthly employee newsletter – digital content on Microsoft Office 365 - Yammer; work with HR, Executive Director and other Department Directors to produce monthly updates and content drawn from original print versions of the newsletter.
 - o Cultivate and expand opportunities for event sponsorship and advertising in local TV, radio and print media outlets.
- Writing and/or coordinating press releases, flyers, posters, banners, email blasts, etc.
- o Supervise and coordinate with event contractors, event user groups and other Park District Recreation areas to assist with coordination and recommendations for their area special events.
 - o Create video content, edit with Premiere Pro and post to build marketing portal on Park District Youtube Channel and to advertise video postings on Social Media and Website.
 - o Design of Park District Seasonal Facility and Program Magazine, oversee Recreation area content for accuracy, implementing area Rec Programming information into overall design brochure layouts and work with print outlets to produce Season Brochures for distribution to School Districts, Park District Facilities and electronically on Website and Social Media
 - o Design all in-house promotional flyers for Park District programming to include in print advertising and social media marketing.
 - o Design digital content for monthly Monitor Productions tv-broadcast advertising program for monthly

Park District programming.

- o Regular maintenance of Springfield Park District website. Work with Recreation Staff to make sure all content stays current and special events and program opportunities are being promoted online. Maintain employee use only intra-net area on Website.
- o Self-directed special projects that this position will cultivate and work with independent Recreation Areas such as the Henson Robinson Zoo, Nelson Center, Erin's Pavilion, Carillon, Botanical Gardens, etc to create independent marketing campaigns for their areas, update way-finding signage at their facilities and/or work on marketing campaigns for special events that are specific to their locations.
- o Maintain and broaden social networking to benefit the organization. Monitor satellite social media for other recreation departments to make sure content is being pushed out to users and public.
- o Fulfill duties as System Administrator for Park District RecTrac & WebTrac Recreation Software. Help to maintain RecTrac Database information as well as imagery for facilities.
- o Create content for monthly Marketing & Board Reports to be distributed to staff and Board Members for monthly Committee and Board Meetings. This includes tracking and reporting of media postings of Park District activities and events as well as an overview of Park District Marketing initiatives and campaigns.
- o Occasionally attend evening Board Meetings to report on special events and/or marketing initiatives when requested by Supervisors
- o All other projects assigned by Assistant Director of Recreation & Marketing.

Required Education, Knowledge, Skills, and Abilities:

1. Bachelor's Degree and 2-4 years of relevant experience or equivalent required. Degree in Marketing, Graphic Design and or Communications preferred.
2. Excellent written and oral communication skills. Experience writing Press Releases preferred.
3. Mastered skills in Adobe Creative Suite Graphic Design Software, Photoshop, Illustrator, InDesign, Acrobat PDF as well as Photography and/or Videography
4. Knowledge and experience with Website content management software, making updates and adding graphic images to sites.
5. Strong computer background and proficiency required with Microsoft Office 365 preferred, Microsoft Office Word, Excel and Outlook experience required
6. Evidence of successful event, sponsorship, marketing and website programs required.
7. Portfolio selections of sample print and digital design work required.
8. Ability and willingness to work weekends, evenings, and special events as the schedule demands. Must be able to work a non-traditional work week; sometimes including Monday – Friday but could also flex to include nights and weekends.

Limited opportunities for additional employment. Supervisor must approve any outside employment that employee wishes to add to their schedule.

General Requirements:

- Must be able to read and write and have good command of the English language.
 - Good oral and written communication.
 - Physical capabilities – lifts 50 pounds, squat, bend and move as necessary for the job.
 - Must be able to perform basic mathematics.
 - Must have basic proficiency of Microsoft Excel and Word.
 - Must possess valid Illinois Driver's License.
 - Must possess professional phone skills and work well with the public.
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- Must present a neat and professional appearance.
 - Responsible to follow policies and procedures outlined in Springfield Park District employee manual.
 - Must successfully pass a background check and drug screening.
 - Must live in Sangamon County, in the State of Illinois or must be willing to move to Sangamon County in the State of Illinois within the first 6 months of acceptance of a position with the Springfield Park District.

*How to Apply:

Go to: www.springfieldparks.org

Locate Join Our Team link at the top right of our Home Page

Click on the green button that states "Click Here for a Full List of Job Opportunities and to Apply"

Find this Job Description – select the position

Complete the *Required Questions

Download your *Resume

Click Submit to apply for the position.

*To be considered for a position, all applicants MUST apply online through our Job Opportunity and Tracking Portal. No paper applications or resumes will be accepted.

The Springfield Park District is committed to the provisions of Equal Employment Opportunities and Affirmative Action to its applicants regardless of race, color, religion, ancestry, age sex, marital or veterans' status, national origin, disability or any other legally protected status.