



Marketing and Communications Manager

Des Plaines Park District

Contact Name: Nicole McNulty

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Closing Date:

Salary: \$68,500 – 75,000

Description:

Due to an upcoming retirement, we are looking to hire a Marketing and Communications Manager that will work out of our Prairie Lakes Community Center. To apply, please go to www.dpparks.org/jobs and select the Full Time link.

JOB IDENTIFICATION

Job Title: Marketing and Communications Manager

Grade: 12

FLSA: Exempt

Department: Administration

SUPERVISORY RELATIONSHIPS

Reports to: Superintendent of Recreation

Oversees: Part-time Public Relations Coordinator

BASIC FUNCTION

The Marketing & Communications Manager is responsible for the overall marketing and branding functions of the district including the development and management of, all social media platforms, public relations efforts and large emphasis in graphic design for our digital and print material.

ESSENTIAL DUTIES

1. Produce and proof four seasonal Spectrum brochures (hard copy & digital interactive) using In-Design, Calameo, RecTrac and arrange for printing and distribution.
2. Produce and proof four seasonal Playbook mini brochures (hard copy) using In-Design and arrange for printing, mailing and distribution.
3. Produce and distribute a monthly E-blast to Des Plaines residents.
4. Maintain the Des Plaines Park District Website; including editing, writing and management of software, and staff page submittals. Proficiency in Word Press is strongly desired.
5. Maintain the Des Plaines Park District Social Media Platforms in cooperation with part time marketing staff; Facebook, Instagram, Twitter, DPParks App.

6. Create promotional material for recreation and revenue facilities; Golf Center Des Plaines, Lake Park, Lakeview Center Mountain View Mystic Waters, & Prairie Lakes Aquatic & Community Center.
7. Create a collaborative environment where marketing manager provides brand strategy and innovation to assist in Recreation and Golf Departmental needs.
8. Lead and nurture the culture of the department in a manner that promotes open and dynamic communication, allowing department personnel to perform duties efficiently and effectively and work as a team in accomplishing desired goals and objectives.
9. Identify and pursue opportunities for business sponsorship and partnership within the community.
10. Must have strong leadership skills, excellent written and verbal communication skills and outstanding time management skills.
11. Photographs and captures video of District programs, activities, meetings, special events, construction projects and trainings in cooperation with the part time marketing staff.
12. Creation of special event promotional materials in print, digital and social media.
13. Creation of press releases for internal and external communication
14. Prepare and distribute District reports as needed.
15. Develop and prepare overall marketing department budget.
16. Conducts ongoing research and analysis of customer base to improve service and participation levels via database and surveys.

OTHER DUTIES

1. Attend training sessions and classes for professional development.
2. Assist with special events.
3. Network with other Park Districts to keep informed of marketing trends and public relations efforts.
4. Member of a city or local committee as assigned.
5. Member of a Park District committee as assigned.
6. Follow all safety policies and procedures as outlined in the Park District Safety and Crisis Manuals.
7. Perform additional duties as assigned.

POSITION QUALIFICATIONS

Education: Bachelor's degree in Marketing, Communication, Graphic Design, Journalism or a degree with related marketing field experience.

Experience: Minimum of five years of progressive experience. Experienced in desktop computer software applications.

Certifications: CPR and First Aid Certification, Classes available through District upon hire; Valid Illinois Driver's License.