

HOFFMAN ESTATES PARK DISTRICT
JOB DESCRIPTION
Communications & Marketing Manager
JOB CLASSIFICATION: III- Exempt

Functions

Plan, implement and evaluation of a comprehensive communications, marketing, public relations, advertising and sponsorship programs. To write, develop, design and coordinate all written publications. Oversee the production schedule of all district publications and promotional materials. Oversee the continual development of the website.

Supervision Received

Work is performed under the direct supervision of the Recreation / Deputy Director.

Supervision Exercised

The C & M Manager directly supervises the C & M Coordinator and graphic designer positions. Supervision of contractual services and vendors.

Essential Functions/Responsibilities

A. Administration

1. Plan, budget, implement and evaluate all advertising, marketing, public relations and sponsorship for the district.
2. Write and edit district publications, including facility and programming brochures, newsletters, flyers, posters and the quarterly GUIDE program.
3. Oversee the production schedule of all district publications and promotional materials.
4. Coordinate production of all district publications and promotional materials, including facility and programming brochures, newsletters, advertisements, posters and the quarterly GUIDE program, with outside designers and printers.
5. Coordinate and supervise sponsorship and advertising sales, maintenance and support.
6. Oversee the data entry process for all quarterly program information to ensure programs appear properly in the printed GUIDE and on Web Trac.
7. Oversee the delivery of the quarterly GUIDE program and district newsletters.

8. Review/edit all district flyers and external correspondence to ensure they meet district standards for grammar, design and layout.
9. Write and oversee the distribution of all media releases and handle media inquiries.
10. Coordinate daily, weekly, monthly and quarterly web updates, including content management, PDF and image uploads and promotional features.
11. Write/edit and oversee the distribution of email blasts.
12. Oversee all advertising, public relations and sponsorship components of the district's annual Party in the Park event.
13. Promote/market other district special events.
14. Assist program and facility managers in promoting district programs and facilities.
15. Take photos of district events and programs as necessary.
16. Attend educational training and remain informed on current trends and issues in related responsibilities. Performs additional duties as assigned.

Marginal Functions/Responsibilities

A. Safety, Health and Loss Control

1. Support, promote and make recommendations regarding all safety, health and loss control policies as adopted by the Park District.
2. Be familiar with the Employee Safety Manual.
3. Be familiar with the safe operation of any equipment necessary in accomplishing required tasks.
4. Support and promote all safety and loss control policies adopted by the district and assist in ensuring the safety of employees, customers and property.
5. Responsible for providing all injury, illness and health information required by the Hoffman Estates Park District in its effort to assign tasks within an individual's capacity to prevent potential injury/illness.
6. Responsible for notification of injury or illness relating to a task assignment as described with the Employee Safety Manual.
7. Travel to various locations to observe the operation of programs, facilities and services.
8. Communicate with residents, employees and vendors via telephone.
9. Use a computer keyboard.

B. Customer Service Responsibilities

1. Staff will greet all visitors in a friendly manner.
2. Staff will be courteous at all times.
3. Voice mailbox will be checked daily and messages will be returned the same day.
4. Staff will provide the customers with accurate information in all park district communications.

Psychological Considerations

1. Must be able to handle questions, complaints and concerns from the public in a professional manner.
2. Must be able to work with coworkers.
3. Must be able to respond to deadlines.

Physiological Considerations

1. Must be able to spend more than 50% of working hours on the computer.
2. Must be able to drive to required meetings and workshops as well as to remote district facilities.
3. Must be able to spend extended time working at a desk and/or handling telephone calls.
4. Excellent editing and proofreading skills.

Cognitive Considerations

1. Must be able to follow directions given by the Recreation / Deputy Director and the Executive Director, and complete responsibilities as described.
2. Must exhibit good analytical skills and problem-solving ability in completing responsibilities.
3. Must use good judgment.

Requirements

1. Skill in oral and written communications.
2. Skill in supervisory techniques and management.
3. Knowledge of budget and fiscal accountability.

Experience

1. The employee must have at least 4 years experience in marketing, public relations or a related field.
2. Experience/knowledge of Macintosh Quark Xpress, Pagemaker, Adalee in Design, Illustrator, Photoshop.
3. Experience in advertising or marketing field.

Education

1. Degree in Journalism, Communications, Marketing, Public Relations or related field.

Board Approved _____