

PALATINE PARK DISTRICT

JOB DESCRIPTION

Job Title:	Marketing & Sponsorship Coordinator
Department:	Recreation
Classification:	Full-time, Exempt
Wage Category:	B
IMRF Position:	Yes
Directly Reports To:	Public Information Manager
Directly Supervises:	None

POSITION FOCUS

The Marketing & Sponsorship Coordinator shall be responsible for producing marketing materials and managing social media campaigns for all aspects of the Park District, and administering the Park District's Partner/Sponsorship program.

DUTIES AND LINES OF RESPONSIBILITY

- Develop and design Park District marketing materials, including but not limited to: Advertisements, press releases, public service announcements, e-mail blasts, on-line newsletter, E-flyer and brochures.
- Manage Park District social media campaigns and day-to-day Park District activity on social network sites including but not limited to: Facebook, Twitter, MySpace and YouTube.
- Plan, develop, organize and execute the Park District's Partner/Sponsorship program.
- Secure potential sponsors and other funding sources and marketing opportunities for the Park District.
- Research and utilize free event listing websites including but not limited to: Eventful, Eventbrite and Festing.
- Research and implement creative marketing strategies for Park District special events, programs, concerts and facility rentals.
- Assist in designing t-shirts, flyers, catalog cover and web page as requested.
- Prepare and manage annual marketing budget
- Create Park District promotional videos for use on website and on-site advertisements.
- Manage, maintain and update Park District photo library.
- Assist in maintaining Park District web site as requested.
- Assist in photography and video coverage at Park District events, programs and services.
- Efficiently and diplomatically respond to public inquiries, complaints or compliments via electronic media, telephone or in-person.
- Attend Park District meetings such as, but not limited to, Recreation Department staff full-time; departmental and Park Board of Commissioner meetings as requested.
- Submit written recommendations and bid specifications as requested to Public Information Manager and/or Recreation Management Team.
- Participate with the Recreation Department as a team member to assist and improve the overall services to the community.

- Participate as part of the Recreation Department in providing special events and other programs and services to the community.
- Maintain a neat and orderly work environment.
- Participate in professional committees, conferences, workshops and classes to improve knowledge of job responsibilities and skills.
- Follow and promote all Park District safety procedures.
- Be familiar with established District policies and procedures and conduct self in accordance with same.
- Act in the best interests of the Palatine Park District, fellow employees and patrons at all times.
- May be requested to respond to emergencies.
- Consistent attendance.
- Perform any other similar or related Park District duty as required or assigned.

REQUIRED KNOWLEDGE, ABILITIES AND SKILLS

- Knowledge of Adobe InDesign, Illustrator, Photoshop and PowerPoint.
- Ability to work successfully in an internet environment.
- Knowledge of budgeting procedures and techniques.
- Ability to translate written materials from English to Spanish desirable, but not required.
- Ability to follow directions, multi-task, troubleshoot, problem solve, meet deadlines and effectively communicate verbally and written.
- Demonstrate common sense and composure in resolving differences and pressure situations that arise with patrons and work together with other Park District employees.
- Proficient in Microsoft Office products.
- Schedule and manage time effectively.
- Ability to work independently with initiative.
- Approach duties and lines of responsibility with positive enthusiasm.
- Ability to read and understand materials printed in English.
- Ability to present valid documentation indicating legally eligible for employment in the United States.

EDUCATION, EXPERIENCE, AND TRAINING

- Bachelor degree in Marketing, Communications, Journalism or related field with equivalent experience required.
- Three (3) years experience in marketing, sales, fundraising or public relations required.
- Experience in HTML preferred.
- Photographic experience preferred.
- Valid State of Illinois Class "D" driver's license.
- Successful criminal background check in conjunction with the Illinois State Police (ISP) and Park District Code prior to employment.
- Attain (within six (6) months of employment) and maintain valid Adult & Child CPR/AED certification.

HOURS

- Forty (40) hours per week, with work hours agreed upon with the Public Information Manager and/or Recreation Department Management Team.
- Participate in the Recreation Department's evening and weekend staff coverage rotation.
- Weekly evening and weekend hours as required.
- Employee is considered to be on duty whenever the need exists.

COMPENSATION

- Established in wage category "B" based on the evaluation, experience and recommendation of the Public Information Manager, with the approval of the Superintendent of Recreation and Executive Director.

PHYSICAL CONSIDERATIONS

Sitting: frequently
Climbing: occasionally
Balancing: occasionally
Kneeling: occasionally
Crawling: occasionally
Handling: frequently
Feeling: frequently

Walking: occasionally
Strength: low (0- 25 pounds)
Stooping: occasionally
Crouching: occasionally
Reaching: frequently
Dexterity: frequently

ENVIRONMENTAL CONSIDERATIONS

- General work area is indoors, in a smoke-free environment with controlled temperature and fluorescent lighting.
- Exposed to indoor elements when performing duties and lines of responsibility. These elements can include, but are not limited to, fluorescent lighting, computers (CPU/monitors), keyboards, and calculators.
- Frequent exposure to cleaning materials and office supplies (ex: copier toner).
- Parking is provided in a public lot at Community Center. May potentially walk on all types of uneven surfaces including, but not limited to, mud, snow, and ice.

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Note: The above is intended to describe the general content of and requirements for the performance of the Marketing & Sponsorship Coordinator position. It is not construed as an exhaustive statement of essential duties, responsibilities, or requirements.