



Crete Park District Position Description

Job Title: **Marketing Supervisor**
Department: Recreation
Reports To: Superintendent of Recreation
FLSA Status: Non-Exempt
Classification: Full-Time

Summary:

The Marketing Supervisor is an entry level position within the recreation department and is responsible for the development, coordination, and implementation of the marketing and publicity efforts for the District's programs, facilities, parks, and events. The Marketing Supervisor creates the annual program guides for print and digital distribution, manages the website and social media platforms, and uses analytics to better market the district. The Marketing Supervisor works cooperatively with other departments and individuals procuring sponsorships, advertisements, and designing branding material.

Essential Functions:

- Develop and implement marketing plans for the District's programs, facilities, parks, and events.
- Understand and utilize marketing analytics to adjust the marketing plan effectively and efficiently.
- Coordinate the development of marketing materials, including but not limited to seasonal program guides, postcards, flyers, newsletters, banners, and signs.
- Oversee the development and maintenance of the Crete Park District's website.
- Coordinate and manage the district's presence on social media sites.
- Maintain an organized library of resources including photos and videos for use in marketing materials.
- Develop and manage an effective Media Kit to promote engagement with sponsors and advertising clients throughout the district.
- Manage the guest services staff to provide quality customer service experience.
- Work with the Superintendent of Recreation to prepare for annual budgetary needs and income potential.
- Participate in any in-service training programs as required.
- Participate in staff meetings as directed by the Superintendent of Recreation or Executive Director.
- Perform other duties and responsibilities not covered above but directed by the Superintendent of Recreation or Executive Director.
- Maintain open communication with all department heads, office personnel, and other park staff.
- Be familiar with the Marketing Supervisor's role and proper reporting procedures in an emergency.
- Maintain membership in significant professional organizations, and participate in workshops, conferences, seminars, and programs designed to promote professional development.

Marginal Functions:

- Ability to tactfully deal with community groups and the residential public.
- Versatility in managing a dynamic and changing work environment.
- Capable of coordinating essential tasks with other departments to provide the necessary support.
- Ability to work without direct supervision to provide exceptional results.
- Understand work assignments from both written and oral instructions.
- Possess a basic understanding of logistical operational planning and fiscal responsibility.

Qualifications:

- Education or training in marketing, communication, or other related field; bachelor's degree preferred.
- Experience in the public relations or marketing field; preferably a minimum of two years and in a park and recreation environment.
- Knowledgeable with a wide range of marketing techniques and concepts.
- Sound communication skills and ability to present ideas in a concise verbal and visual manner.
- Proficient using Microsoft Office Suite, layout design software, and website design platforms.
- Experience updating and maintaining websites, content creation, and social media influencing preferred.
- First Aid and CPR/AED certified or able to obtain within 3 months
- Provide satisfactory personal references
- Valid Driver's License
- Pass a standard background check

Psychological Considerations: The Marketing Supervisor highly visible position within the district with leadership responsibility and a high degree of public interaction. Stresses include meeting district timelines, working closely with co-workers and patrons, and performing duties independently.

Physiological Considerations: The Marketing Supervisor may encounter long periods of sitting, standing, walking, reading, and writing and may do moderate lifting up to 30 pounds.

Environmental Considerations: The Marketing Supervisor may be exposed to all types of weather conditions including extreme heat and cold, snow, rain, and ice. Activities performed indoors include varied lighting and temperature including mild exposure to chemicals and cleaning supplies.

Cognitive Considerations: The Marketing Supervisor must exhibit good problem-solving ability and sound judgment, including safety awareness.

Hours and Compensation: This is an hourly position and based on an average of 8 hours/day. Normal working hours will be from 8:30am – 5:00pm, Monday thru Friday, with some evening, weekend, and holiday hours to be expected. The compensation range is \$21.18 - \$25.42 hourly and will be established at the time of hire based on evaluation, experience, and recommendation of the Superintendent of Recreation and approval of the Executive Director.

Marketing Supervisor – Compensation Package

Salary:	\$21.18 - \$25.42 Hourly, DOQ
Benefits:	IMRF Pension Short and Long Term Disability (IMRF) Insurance Coverage (including medical, dental, vision, and life with a portion covered by the district) Eligible HRA program Employee Assistance Program for employees and immediate family members Employee Recognition Incentives Paid Time Off (holidays, sick/personal, vacation)
Hours:	Normally 8:30am – 5:00pm Monday-Friday Evening and weekends to be expected, including special events