

# EXCELSIOR SPRINGS

Parks · Recreation · Community Center

<b>Job Title:</b>	Marketing & Events Coordinator	<b>Job Category:</b>	Administration
<b>Department/Group:</b>	ESPRCC	<b>Supervisor:</b>	Assistant Directors
<b>Location:</b>	ES Community Center	<b>Date Closing</b>	Open until filled
<b>Level/Salary Range:</b>	I Starting at \$46,852.19/year	<b>Position Type:</b>	Full-time

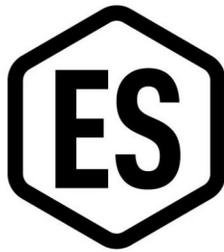
The Marketing & Events Coordinator serves as the point person for community center on a daily basis for all marketing avenues and community outreach. Oversees all marketing for the department including social media, website and branding.

### ESSENTIAL JOB FUNCTIONS:

1. Markets the various department programs and activities.
2. Maintains clear and positive written and verbal communication with all staff as well community members.
3. Coordinate department activities with those of other departments and outside agencies and organizations.
4. Maintain a high level of customer service standard by promoting positive guest experiences; respond to citizen service/facility use related complaints and requests.
5. Establish and maintain files and records of departmental activities.
6. Support development of marketing plans for other sports and initiatives.
7. Attend any required departmental training.
8. Ensure a culture of inclusion that builds and celebrates diversity within ESPRCC and the community.
9. Develop and manage Marketing & Events budgets including supplies, special events, equipment needs, and other related programs while demonstrating sound fiscal management skills.
10. Spearhead regular surveys (post-event surveys) and market research to support strategic marketing decisions.
11. Write, edit, and support the design of various marketing campaigns including email marketing, digital ads, postcards, and other marketing collateral, which adhere to the communications and brand strategy and standards.
12. Build and maintain relationships with internal and external vendors and partners.
13. Oversee all community outreach and special events for the department by being a visible representation in the community.
14. Other duties as assigned.

### QUALIFICATIONS AND EDUCATION REQUIREMENTS:

1. Bachelor's degree in recreation, physical education, public administration or other area of specialization and 1 year of professional experience of a progressively responsible nature in organized recreation activities
2. Membership in the National Recreation and Parks Association (NRPA) and/or Certified Parks and Recreation Professional.



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## **PREFERRED SKILLS:**

1. Experience in integrated marketing strategy and execution across channels including digital and print, and understands how to implement effective campaigns across multiple channels.
2. Knowledge of strategic analysis, customer segmentation strategies and marketing planning.
3. Excellent written, verbal communication, and presentation skills. Intermediate computer skills including word processing, spreadsheet, and related software to effectively complete a variety of administrative tasks with reasonable speed and accuracy.
4. Ability to lead teams, drive cross-functional groups towards a common goal, and manage multiple projects simultaneously.
5. Self-motivated attitude with the ability to work independently.
6. Attitude that embraces change and welcomes fresh perspectives.
7. Creative problem solver with strong critical thinking skills.
8. Proficiency with Microsoft Office Suite and Adobe Suite.
9. Familiarity with marketing automation, Photoshop and Dreamweaver, Google Ad words, Ad roll and Facebook advertising.
10. Ability to gather information, make computations and assist in other department activities.
11. Ability to establish and maintain effective working relations with coworkers and the public.
12. Ability to make work-related decisions in accordance with department policies and regulations.
13. Ability to establish good working relationships with public, subordinates and supervisors.
14. Ability to maintain self-control and composure and set a professional example for the staff and participants.
15. Ability to understand, analyze and implement ideas and concepts.
16. Ability to work nights and weekends with irregular work hours.

## **ADDITIONAL NOTES:**

This position description has been prepared to assist in defining job responsibilities, and skills needed. It is not intended as a complete list of job duties, responsibilities, and/or essential functions. This description is not intended to limit or modify the right of any supervisor to assign, direct, and control the work of employees under supervision. The Director retains and reserves any or all rights to change, modify, amend, and or delete, any section of this document as it deems, in its judgment, to be proper.