



**Job Title: Public Relations and Marketing Director**

Williston Parks & Recreation District

**Status:** Exempt

**Benefits:** Standard District Benefits are provided

**Starting Salary Range: \$60-\$65k**

**Supervisor:** Executive Director

**ESSENTIAL JOB DUTIES**

- Responsible to perform marketing/communications/membership duties in a municipal parks and recreation district
- Works to develop overall brand management and recognition
- Responds to inquiries and concerns to ensure effective communication and timely resolution of problems.
- Develops and implements marketing strategy for the district which includes promotional events, marketing tools, and advertisement of the facility
- Serves as a key point of contact for individuals, business leaders, media, and customers of WPRD.
- Conduct outreach to existing and potential corporate members to provide support on sponsorship and advertising opportunities
- Support WPRD goals by raising community awareness of available products or services
- Prepares a variety of publicity materials including news releases, factsheets, talking points, speeches, and social media content.
- Responsible for the creation and distribution of the WPRD Brochure and Flyers
- Tracks and reports on marketing metrics, membership numbers/trends, and evaluating effectiveness of current marketing strategies
- Lead WPRD membership renewal process
- Build relationships with prospective members making clear the benefits of WPRP services.
- Implement and contribute to the continuous improvements of the organization's membership strategies.
- Provides communications assistance to the Executive Director and staff of the WPRD

*The following statements are intended to describe the general nature and level of work to be performed by the individual within this classification. They are not to be considered an exhaustive or all-inclusive listing of the position's duties and tasks, as they may change or be adjusted, as situations require.*

**JOB DUTIES/TASKS**

- **Layout and Design/Brochures**
  - Write, edit copy and design online WPRD brochures, advertisements, flyers, newsletters, business cards, and special publication for internal and external audiences. Layout, design and package WRPD publications and promotional materials, including the Activity Schedules, special publications, special event materials, ads, etc. Work closely with print agencies to print publications, brochures, etc.
- **Website Updates/Social Media/Calendar**
  - Manage WPRD website and all social media content; write and edit content for sites. Layout, design and edit content for websites and special events.
- **Special Events /Community Relations**
  - Assist all staff in special project management.
  - Communicate Park District programs, facilities, special events, and projects to the external public through articles, special publications, public service announcements, website, social media, electronic message board and public speaking engagements
  - Arrange and manage contests and exhibits.
  - Work with appropriate staff to develop marketing plans for WPRD parks, programs and facilities.
  - Work with other entities special events management/promotions.
- **Memberships**
  - Create member onboarding to seek commitment, community, comfort, and confidence
    - Calls, email, orientations, and tours to ensure member
    - Assist with WPRD app implementation for new/current members
  - Manage health insurance incentive memberships and provide support for members seeking assistance with incentives.
  - Oversee membership scholarships and the distribution of scholarship funds

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- Maintain frequent communication with current partners utilizing our services (i.e. CHI, Senior Center, Williston Wonders, etc.)
- Provide training on customer service, database operations, and membership/program information to front desk staff.
- Miscellaneous duties and assignments as identified by the Executive Director and/or Assistant Director
- Perform related duties as required

### **KNOWLEDGE REQUIRED BY THE POSITION**

- Effective organizational and interpersonal communication skills
- Extensive knowledge of brand management, marketing, sales, social media management and strategy.
- Evidence of superior written and oral communication skills
- Demonstrated leadership within groups
- Front Page, Microsoft PowerPoint, Microsoft Word/Excel, and desktop publishing proficiency preferred
- Preferred knowledge of RecTrac or ability to quickly learn RecTrac software.
- Requires high level of creativity and resourcefulness
- Ability to manage multiple tasks with a variety of groups to include staff (full and part-time), volunteers, and media
- Requires the ability to set and achieve goals through effective decision-making
- General knowledge and background of recreation programs.
- Governmental budgeting practices and procedures
- Attend to emergencies when necessary
- Attend safety meetings and other related meetings
- Take classes as required in First Aid, CPR, and working relationships
- Assist with inventory control and security
- Safely operate all vehicles and other job-related equipment
- Support and enforce all policies, safety regulations and guidelines, established by the Executive Director

### **SUPERVISORY CONTROLS**

- Supervises part-time staff as assigned

### **GUIDELINES**

- Include the Park District Policies and Procedures. These guidelines are generally clear and specific, but may require some interpretation in application

### **WORKING CONDITIONS**

- Office with personal computer and printer
- Position will require some evening, weekend, and holiday work
- Fast paced environment with multiple programs and facilities running throughout the year
- General public contact is extensive

### **MINIMUM QUALIFICATIONS**

- Bachelor's Degree in a related field, or a combination of experience/education
- Sufficient experience to understand the basic principles relevant to the major duties of the position
- Current CPR Certification, or able to obtain within 6 months
- Ability to work weeknights and weekends as needed
- Ability to work with limited supervision
- Ability to lift a minimum of 30 pounds or heavier lifting with other employees
- Ability to effectively communicate verbally and in writing
- Knowledge of operational policies, procedures, accepted standards and methods of the parks and recreation field in marketing facilities and programs
- The knowledge and ability to manage multiple tasks
- Possession of or ability to obtain (within 30 days) a valid driver's license issued by the State of North Dakota for the type of vehicles or equipment operated
- Have essential physical and mental capabilities in the following: Interpersonal skills, memory, attention to detail, follow directions, comprehension, calculating, reading, writing, speaking, evaluating, mathematics, organizing and innovation