

VALLEY-WIDE RECREATION AND PARK DISTRICT

POLICY AND PROCEDURES MANUAL

POLICY TITLE: Job Description-Marketing and Communications Aide
POLICY NUMBER: TBD

Definition:

Under general supervision, this position is responsible for the professional marketing and promotion of program and services of the District through various methods and media to support the growth and expansion of recreation facilities, programs and services.

DISTINGUISHING CHARACTERISTICS

Positions at this level exercise judgment and initiative in their assigned tasks, receive only occasional instruction or assistance as new or unusual situations arise and are fully aware of the operating procedures and policies.

ESSENTIAL AND MARGINAL FUNCTION STATEMENTS-*Essential and other important responsibilities and duties may include, but are not limited to, the following:*

Essential Functions:

- Effectively write, implement and monitor progress of District marketing plans.
- Develop policies and procedures related to District marketing, promotions, communications and sponsorship.
- Market and promote department programs, activities, special events, facility rental, etc. through various methods of communication.
- Create, edit and/or produce brochures, flyers, newsletters, posters and advertisements.
- Plan and manage social media usage for marketing and promotion of current and future programs and services.
- Manage distribution of marketing materials into the community.
- Collect and analyze social media data and program registration and participation to guide marketing efforts.
- Evaluate community satisfaction through survey design, distribution, data collection research and analysis.
- Manage the District's website presence by working with key employees to ensure that assigned web pages are accurate, attractive, timely and complete.
- Assist with special events, programs and special projects. Develop and administer marketing budget.
- Acquire photos and videos and maintain a comprehensive and evolving library.
- Coordinate and/or attend community events as a District representative.
- Stay up to date on industry trends and make recommendations and adjustments to communications strategies and practices.
- Coordinate volunteers, support staff, vendors and more to support special events.

Marginal Functions:

Perform related duties and responsibilities as required.
Attend related conferences and seminars.

QUALIFICATIONS

Knowledge of:

- District organization, operations, policies and procedures.
- Rec1/Civic Plus Software.
- Current principles, techniques and objectives of marketing, public information, media relations and community relations program.
- Professional journalistic methods, including research, publication and presentation.
- Legal, ethical and professional rules of conduct for public sector employees.
- Local community resources and regional community services programs.
- Facebook, Twitter, Instagram, YouTube and other social media platforms.
- Email marketing software
- Microsoft Word, Excel and PowerPoint and capable of creating visually compelling presentations.
- Photography and Videography
- Strong organizational and record keeping skills with an emphasis on professionalism.

Ability to:

- Exhibit excellent verbal and written communication skills, including public speaking and familiarity with Associated Press style, as well as strong grammar, spelling and punctuation.
- Establish and maintain effective working relationships with peers, department supervisor, government officials, citizens, volunteers, contractors, vendors and general public.
- Think strategically, problem solve and show results.
- Effectively plan and manage multiple time sensitive projects and demands simultaneously with minimal direction and supervision.
- Be self-motivated and work independently while maintaining integration in a collaborative team environment.
- Operate modern office equipment.

Experience and Training Guidelines – *Any combination of experience and training that would provide the required knowledge and abilities. A typical way to obtain the knowledge and abilities would be:*

Experience:

Experience: Three (3) years experience with demonstrated skills and proficiency in content marketing and creations of marketing materials, preferably with recreation and parks.

Education:

Possession of a Bachelor's Degree from an accredited college or university with specialization in marketing, communication, graphic design, media, parks and recreation or related field.

License or Certificate:

Possession of a valid California Driver's License.

WORKING CONDITIONS

Environmental Conditions:

Essential duties of this position are performed in a controlled temperature, dynamic office environment. Work is subject to frequent interruptions and high-pressure situations requiring maintenance of attention and detail to work. Incumbents work closely with District management, staff, vendors and customers in the performance of assigned duties and responsibilities.

Physical Conditions:

Essential duties of the job necessitate prolonged periods of sitting and viewing data on a computer monitor; requires finger and hand dexterity for extensive use of a personal computer; and requires the ability to read and communicate with others to clarify information received, to reach for files and folders and other items; to stand, walk, push, pull and grasp files and other items daily.

Note: The above statements are intended to describe the general nature and level of work being performed by persons assigned to this job. They are not intended to be an inclusive list of all duties, responsibilities and skills required of incumbents. In accordance with the Americans with Disability Act, reasonable accommodation may be made to enable qualified individuals with disabilities to perform the essential job functions.