

POSITION DESCRIPTION

TITLE: Research, Marketing, and Promotion Specialist, Parks and Recreation

CLASSIFICATION: Management/Laborer

GRADE/SALARY RANGE: Part-Time/Temporary \$9.00-\$12.00/hour

SUPERVISED BY: Park Director

FUNCTIONS AND RESPONSIBILITIES

- 1) Overseeing and developing marketing campaigns
- 2) Conducting research and analyzing data to identify and define audiences
- 3) Devising and presenting ideas and strategies
- 4) Promotional activities
- 5) Compiling and distributing financial and statistical information
- 6) Writing and proofreading creative copy
- 7) Maintaining websites and looking at data analytics
- 8) Organizing events and product exhibitions
- 9) Updating databases and using a customer relationship management (CRM) system
- 10) Coordinating internal marketing with department/city culture
- 11) Monitoring performance
- 12) Managing campaigns on social media.
- 13) Makes budget recommendations and manages budget related to assigned recreational programs or operations
- 14) Prepares revenue/expense reports following completion of marketing campaigns
- 15) Assisting in organization, management, and analysis of special events

MINIMUM REQUIREMENTS

**Any combination of education, training, and experience providing the following knowledge, skills, and abilities*

- 1) Strong interpersonal skills
- 2) Strong oral and written communication skills
- 3) Numeracy and analytical ability
- 4) Creativity and imagination
- 5) Influencing and negotiation skills
- 6) Teamwork
- 7) Organizational ability
- 8) IT skills
- 9) Business and commercial acumen
- 10) Drive and ambition
- 11) Problem solving and conflict resolution
- 12) Ability to manage and organize multiple projects and tasks simultaneously

- 13) Ability to maintain appropriate level of confidentiality for both written and verbal information
- 14) Ability to establish and maintain effective working relationships with employees, community leaders, City officials, and the general public
- 15) High School graduate or equivalent GED
- 16)

SPECIAL CONDITIONS

- 1) Must possess and maintain a valid Motor Vehicle Operator's license
- 2) Must be able to pass a background investigation
- 3) Must possess a high degree of integrity, strong work ethic and ability to work with minimal supervision
- 4) Position may require work outside the regularly scheduled program hours