

Director of Marketing & Customer Service

Job Description

Job Title: Director of Marketing & Customer Service

Division: Marketing and Customer Service

Location: 218 Madison

Reports To: Executive Director

Job Purpose

This position is responsible for planning, development and implementation of a comprehensive marketing, communications, public relations and customer service program that will enhance the Park District's image and position within the community and promote District programs, parks and services in alignment with the District's mission, vision and values.

Essential Functions

- Primary authority for coordinating public relations activity throughout the District
- Responsible for creating, implementing and measuring the success of all Park District marketing, communications and public relations activities and materials
- Directs the efforts of the marketing, communications, and customer service staff and coordinated efforts, at a strategic level, with other Park District functions
- This position also coordinated public information services in order to build public understanding and awareness of operations through media, civic, business and community relations
- Creates, implements and oversees integrated, external communication and marketing efforts that effectively describe and promote the Park District and its programs and services
- Creates, implements and oversees integrated internal communication efforts that effectively builds teamwork and supports a spirit of cooperation and coordination
- Responsible for working with customer service staff to provide an enjoying experience when registering for programs or seeking information.
- Oversees the development of the seasonal brochure and all other printed and electronic materials including design, publication and distribution
- Explores, writes and administrates grant proposals including documentation and reporting efforts
- Plans, organizes and executes select special events including, but not limited to, park grand openings, groundbreaking, leadership retreat and the Park District's presence at Day in Our Village and 4th of July Parade
- Oversees the development of new revenue sources through sponsorships and advertisements
- Acts as the Park District's representative to the media in coordination with the Executive Director, regarding public relations matters
- Coordinates media interest in the Park District and ensures regular contact with media and appropriate response to media requests.
- Hires, trains, supervises and evaluates Communications, Marketing, and Customer Service

Staff

- Coordinates design and administration of Park District website
- Acts as liaison to the Park District Citizen Committee, other governmental entities and community agencies and organizations
- Oversees the implementation and analysis of community surveys and questionnaires
- Prepares, monitors and oversees the implementation of the department budget
- Leads special projects and other duties as designated by the Executive Director
- Attends Park Board Committee and Board meetings, as needed
- Organizes and promotes community meetings for site plan development and special projects

Additional Functions

- Provides writing and editing support to staff for internal and external communications
- Coordinates preparation of award applications and presentations
- Assist in development of presentations and speeches
- Coordinates external printing efforts regarding ordering of stationery, business cards and name tags
- Keeps informed of developments in the fields of marketing, communications, public relations and parks & recreation to help the District operate with initiative and innovation.
- Helps formulate and administer policies to ensure the integrity of the Park District

Knowledge, Skill and Work Experience

Required:

- Bachelor's degree (4 year) in Public Relations, Marketing, Journalism, Communications or related field
- 3-5 years experience in organization communications & marketing and public relations, preferably in a park and recreation environment
- Written and verbal communication skill
- Editing and proofreading skills
- Confidential maintenance and enforcement of Park Board and human resource records
- Organizing skills with attention to detail
- Problem solving skill
- Creative, strategic and analytical skills
- Interpersonal skills
- Team oriented
- Customer service focus
- People management skills such as coaching, motivating, and leadership
- Ability to multi-task, manage projects independently and work under deadline pressure
- Computer skills in Microsoft Office Suite and Adobe Creative Suite
- Knowledge of website management and social media marketing
- Experience in developing marketing plans
- Cardio Pulmonary Resuscitation (CPR), First Aid and Automated External Defibrillator (AED) Certification

- Ability to develop and manage a budget
- Ability to cooperate with all Park District departments
- Ability to complete tasks and attain goals with minimum supervision
- Ability to operate office equipment including, but not limited to, computer, printers, LCD projector, fax machine, copiers, and telephones

Recommended:

- Experience in preparing grant proposals
- Ability to work in outdoor and indoor settings
- Industry related certifications, such as CPRP and professional training
- Graduate degree in related field is desirable

Physical Considerations

- Frequently - Sitting, walking, standing, typing
- Occasionally - Climbing, balancing, stooping, kneeling, crawling
- Strength - Work requires handling average weight (up to 20 lbs.) materials or equipment. Other requirements may include talking, hearing, and seeing to perform the following necessary duties: Operate assigned office equipment including, but not limited to typewriters, computers, printers, fax machines, copiers, and telephones.

Environmental Considerations

- Normal office conditions for majority of work; may include occasional light and temperature variations
- Prolonged hours seated at a desk
- May include prolonged hours of computer use
- May be exposed to occasional inclement weather as position may require temporary outdoor work

Cognitive Considerations

- Ability to present ideas and recommendations in a concise verbal and written manner.
- Ability to read and analyze reports, policies, procedures, etc. to logically formulate opinions and recommendations.
- Ability to understand and carry out verbal and/or written instructions efficiently and effectively to fulfill responsibilities as described.
- Ability to respond to questions, complaints, and concerns from the public, press and from employees in a professional manner and with good judgment.

SPECIAL REQUIREMENT: It is the express responsibility of the Director of Marketing & Customer Service to maintain the essential confidentiality of assigned duties. Violation of this responsibility will be considered cause for dismissal.

Customers:

Internal: Entire Park District Staff; Board of Park Commissioners

External: Residents of Oak Park, various government and community organization and leaders

Exempt Status

Last Revised Date: July 31, 2013

Last Reviewed Date: July 31, 2013

This job description is intended to be an illustrative, and not an exhaustive, listing of experiences, skills and duties of this position.