

# **CONEJO RECREATION & PARK DISTRICT**

## **Job Title: Marketing & Communications Supervisor**

**Division:** Recreation & Community Services

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### **Summary:**

Under general supervision, plans, organizes and provides comprehensive and technical professional staff assistance related to registration, marketing, publicity and community outreach efforts for the District, in accordance with District policies and procedures.

### **Essential Duties and Responsibilities:**

- Manages all aspects of the registration process, assists in the administration and maintenance of web-based registration software including adding users, updating software, trains new users and coordinates its daily use by the public and staff, as well as makes recommendations to software provider for updates.
- Manages, prepares and distributes the Recreation Division Program Guides, including web and social media sites, and prepares related promotional material.
- Responsible for independently performing a wide range of administrative and/or analytical tasks relating to the planning and processing of web and social media information, administration and maintenance of content updates, changes and security of the District's website.
- Serves as liaison with community and partner organizations regarding sponsorships, advertising opportunities, etc.
- Supports staff in District Units in the development of news releases, special event flyers/brochures, community announcements, project-based communications, or other methods of communicating with the public.
- Develops and disseminates information that promotes District events, activities, facilities, and other special projects.
- Compiles and reviews data, verifies accuracy, analyzes data, maintains records and prepares reports on activities and participation.
- Manages the development and implementation of public relation and social media strategies and campaigns.

### **Other Duties and Responsibilities:**

- Maintains and orders supplies, registration materials, and equipment in assigned area.
- May be required to drive District or personal vehicle to deliver materials or attend meetings.
- Perform other related duties as assigned.

### **Qualifications:**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. \*

**Education/Experience:**

Bachelor's Degree with emphasis in Communications, Marketing or Public Relations; four (4) years experience in marketing, public relations and experience with Microsoft Office, desktop publishing, HTML experience preferred; or an equivalent combination of education and experience.

**Language Ability:**

Ability to read, analyze, and interpret documents in area of expertise, technical procedures, or government regulations. Ability to write reports, correspondence and procedure manuals. Ability to communicate effectively in both written and oral form. Ability to present information and respond to questions.

**Math Ability:**

Ability to calculate figures and amounts such as discounts, proportions, and percentages. Ability to apply basic concepts of bookkeeping to track revenues.

**Reasoning Ability:**

Ability to solve practical problems and deal with a variety of concrete variables in standardized situations. Ability to interpret a variety of instructions furnished in written or oral form.

**Certificates and Licenses:**

California Driver's License.

**Supervisory Responsibilities:**

Directly supervises employees and/or contract workers. Carries out supervisory responsibilities in accordance with the organization's policies and applicable laws. Responsibilities include interviewing, hiring, and training employees; planning, assigning, and directing work; appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems.

**Work Environment:**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. \*

While performing the duties of this job the employee is not generally exposed to hazardous conditions. The noise level in the environment is moderate.

**Physical Demands:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. \*

While performing the duties of this job the employee is regularly required to sit; use hands to finger, handle, or feel; reach with hands and arms; and talk or hear. The employee is occasionally required to stand; walk; and stoop, kneel, crouch, or crawl; lift up to 25 pounds. The vision requirements include close and color vision.

\*Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.