



Conejo Recreation & Park District

Job Description

Title: Marketing Assistant

Status: Part-Time, Regular

Division: Recreation & Community Services

Job Grade: 8

Position Summary:

Under general supervision, the Marketing Assistant assists in the planning and organization of registration, marketing, publicity, and community outreach efforts in accordance with District policies and procedures.

Essential Duties & Responsibilities:

- Assist in the development and implementation of social media strategies and campaigns
- Assist in the administration and maintenance of the District's website
- Compile and maintain distribution lists for mailings and electronic communications
- Solicit feedback from participants and visitors through online surveys and distribute relevant response data to staff in the District units
- Promote District events, activities, facilities, and other special projects
- Support staff in District Units in the development of news releases, special event flyers/brochures, community announcements, project-based communications, or other communication methods
- Assist with the registration process, including the administration and maintenance of the software
- Assist in the preparation and distribution of the Recreation Division Program Guides
- Answer, screen, and route phone calls from the public
- May drive a District or personal vehicle to deliver materials or attend meetings
- Perform other related duties as assigned

Minimum 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, skills, and/or ability required:

Education and Experience:

Minimum age of 18 years old with an Associate Degree (AA). At least 2,000 hours of relevant work or volunteer experience. Experience working with Adobe Creative Suite, Wordpress, and a variety of social media platforms.

Certificates and Licenses:

- Adult and Pediatric First Aid & CPR/AED within 90 days of hire
- CA Driver's License and Proof of Insurance

Additional Knowledge, Skills, and Abilities:

Ability to communicate effectively in English in both written and oral form. Ability to write routine correspondence using correct spelling and grammar. Ability to add, subtract, multiply, and divide in whole numbers, fractions, and decimals. Ability to apply common sense and exercise good judgement in solving problems. Ability to establish effective relationships with fellow employees, volunteers, and participants and/or parents/guardians.

Fingerprint-Based Background Check:

All recreation employees are required to obtain fingerprint-based background clearance at both the State (DOJ) and Federal (FBI) levels prior to their first day of employment.

Supervisory Responsibilities:

The employee may provide guidance or direction to other part-time employees and to volunteers.

Work Environment:

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

The noise level in the environment is moderate to loud. While performing the duties of this job, the employee is regularly exposed to outdoor weather conditions, including wet or humid conditions. The employee may occasionally be exposed to moving mechanical parts; high, precarious places; potentially hazardous chemicals or airborne particles; or risk of electrical shock. Exposure to hazardous conditions may vary according to Unit assignment.

Physical Demands:

The physical demands described here are representative of those that should be met by an employee to successfully perform the essential duties* of this job:

While performing the duties of this job, the employee is regularly required to sit, stand, or walk; use hands or fingers to touch, handle, or feel; use hands and arms to reach; climb or balance; stoop, kneel, crouch, or crawl; talk or hear; and taste or smell. Vision requirements include close, distance, color, and peripheral vision; depth perception; the ability to adjust focus; and the ability to see well in poor lighting or at night. The employee is regularly required to lift up to 10 pounds, frequently required to lift up to 25 pounds, and occasionally required to lift up to 50 pounds. Physical demands may vary according to Unit assignment.

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

Title: Marketing Assistant
Reviewed 01/2021

Pursuant to California Government Code § 3100, all public employees are required to serve as disaster service workers subject to such disaster service activities as may be assigned to them by their supervisors or by law.