



# Conejo Recreation & Park District

## Job Description

**Title: Marketing Assistant**

**Status: Full-Time**

**Division: Recreation & Community Services**

**Job Grade: 35**

### 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:

- Assists in the development and implementation of social media strategies and campaigns
- Assists in the administration and maintenance of the District's website
- Compiles and maintain distribution lists for mailings and electronic communications
- Solicits feedback from participants and visitors through online surveys and distribute relevant response data to staff in the District units
- Promotes District events, activities, facilities, and other special projects
- Supports staff in District Units in the development of news releases, special event flyers/brochures, community announcements, project-based communications, or other communication methods
- Assists with the registration process, including the administration and maintenance of the software
- Assists in the preparation and distribution of the Recreation Division Program Guides
- Answers, screen, and route phone calls from the public

### Other Duties & Responsibilities

- May drive a 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, skills, and/or ability required:

#### Education and Experience:

An Associate Degree (AA), one (1) year of relevant work or volunteer experience, or an equivalent combination of education and experience. Experience working with Adobe Creative Suite, WordPress, and a variety of social media platforms.

#### Language Ability:

Ability to read, analyze and interpret documents such as District policies and procedures. Ability to write routine correspondence using correct spelling and grammar. Ability to communicate effectively in English in both written and oral form.

#### Math Ability:

Ability to add, subtract, multiply, and divide in whole numbers, fractions, and decimals.

**Reasoning Ability:**

Ability to apply common sense and exercise good judgement in solving problems. Ability to establish effective relationships with coworkers, volunteers, and participants and/or parents/guardians.

**Certificates and Licenses:**

California Driver's License

Adult and Pediatric First Aid & CPR/AED within 90 days of hire

**Supervisory Responsibilities:**

The position has no supervisory responsibilities but may provide guidance or direction to part-time employees and/or 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/Approved 06/2022

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.