

CONEJO RECREATION & PARK DISTRICT

DRAFT

Job Title: Marketing & Communications Coordinator

Division: Recreation & Community Services

Summary:

Under general supervision, assists in the development and maintenance of the program registration system, creative design of marketing material, and the distribution of promotional products and services; advertises, plans and organizes District communications to the public in community outreach efforts; and performs other related duties as assigned.

Essential Duties & Responsibilities:

The duties listed below are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to this class.

- Coordinates the development and implementation of social media strategies and campaigns; studies trends in marketing; researches consumer behavior of participants who utilize District services; analyzes consumer data and applies creative methods to promote District brand awareness.
- Assists in the administration and maintenance of the District's website; updates District website content; responds to online and offline inquiries from the public; manages activities of the District's social media accounts; organizes and creates engaging online posts to attract current and prospective customers; responds to online messages received in social media accounts.
- Manages program participants' contact information, compiles list of available contacts, conserves distribution lists for mailings and electronic communications; assists District units with communication with the public through a variety of channels.
- Builds online surveys based on unit requests; coordinates with specific units on content and target audience; sends surveys to and solicits feedback from participants and visitors; collects and organizes findings and distributes relevant response data to responsible parties in District units.
- Generates and formats print and digital material to promote District events, activities and facilities; visits community centers and parks to obtain photos and information about various programs; assists in collecting pertinent information to create program guides; generates advertisements to be included in brochures; creates banners, posters, flyers, booklets and invitations for various units.
- Supports the District with video editing of board and other public meetings; updates the District's website content to reflect current information; uploads videos to website and YouTube for public viewing.
- Assists staff and patrons with online class registration system; coordinates with internal registration personnel on maintenance of software and user experience; processes payments for classes; registers new employees to registration portal and serves as contact for account reset.
- Assists in developing, designing and distributing the Recreation Division Program Guides.

- Provides customer service support to Marketing and Communications Supervisor; answers, screens and routes phone calls from the public; corresponds with the public via email and social media accounts in a timely and courteous manner per District standards and policies.

Other Duties & Responsibilities:

- Communicates with print and collateral vendors on large orders.
- May be required to drive District or personal vehicle.
- Participates during disasters or when emergency response is needed.
- Non-exempt employees may be required to work overtime.
- Performs other related duties as assigned.

Qualifications:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. Any combination of experience and training that would likely provide the required knowledge, skill, and/or ability listed below is qualifying.

Education and Experience:

A typical way to obtain the knowledge and abilities would be: graduation from a two-year college with an associate degree and one 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. Ability to speak, read, and write in Spanish is desirable.

Math Ability:

Ability to add, subtract, multiply and divide 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, participants and parents/guardians.

Certificates and Licenses:

- First Aid & CPR/AED within 90 days of employment and ability to maintain certifications thereafter as a condition of employment.
- Valid California driver's license with a good driving record and current automobile insurance.

- All full-time candidates require satisfactory completion of a pre-employment functional capacity examination.
- Department of Justice fingerprint clearance.
- Provide proof of negative TB test.

Other Required Skills:

Principles and practices of effective customer service. Ability to establish effective relationships with fellow employees, volunteers, and internal and external customers. Proficiency in web, video, and photo editing and associated software. Knowledge of web and graphic design principles and practices including computer and publishing software and vector graphic software. Knowledge of communication and marketing industry practices and applications.

Supervisory Responsibilities:

The position has no supervisory responsibilities. The employee 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 class. Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions.

Employees work under typical office conditions subject to typical office noise. While performing field visits, employees are exposed to outdoor weather conditions, where the noise level may be loud. The employee may work nights and weekends.

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

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; reach with hands and arms; climb or balance; stoop, kneel, crouch or crawl; lift, push, or pull up to 25 pounds and occasionally up to 50 pounds. Vision requirements include close and color vision.

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Revised 4/4/24

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