

## Oak Brook Park District Job Description

**Job Title:** Marketing and Promotions Manager  
**Classification:** Full Time, Non-Exempt  
**Salary Range:** \$25,000 - \$45,000  
**Starting Salary Range:** \$25,000 - \$32,000  
**Department:** Marketing

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### **SUMMARY:**

The Marketing and Promotions Manager is responsible for managing the public relations, public information, and marketing plan/strategies for the Park District.

### **SUPERVISORY:**

The Marketing and Promotions Manager reports to the Executive Director. The Corporate & Community Relations, Graphic Designer and IT Supervisor work with the Marketing and Promotions Manager to assist with the creation of print and multi-media pieces and elements.

### **ESSENTIAL JOB DUTIES:**

- Communicate with the Executive Director regularly on all marketing and promotional park matters.
- Assist with the creation of corporate sponsor materials and contracts.
- Create and order promotional giveaways.
- Create marketing and promotional presentations for Oak Brook Park District.
- Work with the Oak Brook staff to promote programs and events.
- Manage all public information efforts at the Park District:
  - a. Develop newsletters for facility and recreation departments.
  - b. Develop and issue press releases.
  - c. Manage "On-Hold" message program.
  - d. Establish and maintain relationships with other agencies.
  - e. Make presentations to Oak Brook residents and community groups.
  - f. Coordinate facility surveys and program evaluations.
- Manage all marketing efforts at the Park District:
  - a. Develop, evaluate, and manage a marketing plan that addresses internal and external factors.
  - b. Oversee the "Branding" program for the Park District.
  - c. Oversee the creation and production of promotional materials (e.g. signs, banners, park and facility signs).
  - d. Create promotional videos for use on website, on-site advertisements and commercials.
- Graphic design experience required.
- Work with the Graphic Designer in the development of three seasonal brochures, camp guide, department brochures, program fliers, and promotional pieces for the facility and recreation departments.
- Develop written copy for information portions of the brochures and flyers.
- Develop and maintain media relations with local and regional television, radio, and newspaper agencies.
- Manage photo and marketing samples library.

- Work with IT Supervisor to update and maintain the Park District web site.
- Promote a quality loss control/safety program for the Park District.
- Perform any duties as assigned by the Executive Director.

**MARGINAL FUNCTIONS:**

- Attend Park District meetings.
- Assist Recreation Department with Special Events.
- Represent the Park District in various public forums.

**PSYCHOLOGICAL REQUIREMENTS:**

- Ability to work independently in day-to-day operations.
- Ability to work in a team atmosphere.
- Ability to utilize computer skills, including proficiencies in word processing and basic spreadsheet applications.
- Ability to work effectively in a climate of political assertiveness and interaction, requiring timely administrative responsiveness and flexibility.
- Must be able to function effectively in a fast-paced environment.
- Must be able to deal with people under stressful and demanding situations.
- Ability to maintain positive and effective working relationships with department heads, supervisors and other staff members

**PHYSICAL REQUIREMENTS:**

- General work area is indoors, in a smoke-free environment, with controlled temperature and fluorescent lighting.
- Perform tasks that require walking, bending, stooping, standing, kneeling, climbing, reaching and sitting.
- Drives motorized vehicle to travel to different locations.
- Performs lifting tasks up to 25 pounds.

**HOURS:**

The Marketing and Promotions Manager position is a full time position working an average of 40 hours per week. The scheduled work hours for this position are between the hours Monday - Friday, 8:30 AM to 5:00 PM. Adjustments to scheduled hours need to be approved by the Executive Director. This position may require some evening and weekend work for presentations, networking and special events.

**EDUCATION, EXPERIENCE AND TRAINING:**

Bachelor's degree in Communications, Marketing, or related field. A minimum of 4 years experience in public information, public relations or marketing with preference given to those individuals with a Park and Recreation background. Computer experience in Word, PowerPoint, Excel, and standard desktop publishing programs. Valid Illinois State Driver's License (Class A). Ability to become a Certified Park and Recreation Professional.