



## Columbus Parks and Recreation Department Position Description

**Position Title:** Marketing Coordinator  
**Application Deadline:** September 5, 2018  
**Status:** Salary Exempt  
**2018 Salary Range:** \$35,007 to \$46,826  
**Department:** Parks and Recreation  
**Reports to:** Director of Parks & Recreation  
**Supervises:** 0 employees

### Summary of Functional Responsibilities:

- The Marketing/PR Coordinator is responsible for crafting and implementing the Department's marketing and public relations message. This position interacts with all Department areas to insure a clear, concise, department-wide message is being heard in the community. The Marketing/PR Coordinator also interacts with local media and business leaders to promote the Department and educate the public about its activities.

### Specific Duties of the Position:

- Serves as primary promotion person for the Department in the community.
- This person will be one of the primary spokespersons for the Department and should be prepared to eloquently and professionally educate the public on parks related programs, events, and large scale projects.
- Works with Columbus Park Foundation to cross-promote events for both the Foundation and Department.
- Oversees all department promotions (i.e. newspaper, radio and internet advertising packages, other opportunities as they arise).
- Monitors and maintains Department websites, including social media and insures the department is in compliance with city social media policies.
- Works with the Parks and Recreation area managers in support of volunteer projects, special events, tournaments, and fundraisers.
- Establishes partnerships with media and other groups to promote department programs and facilities.
- Interacts with general public and department staff for the purpose of disseminating department information. Also acts on behalf of the department at appropriate gatherings and meetings as determined by the Parks Director.
- Coordinates reoccurring meetings with area managers both individually and collectively to ensure the Department events and programs are being effectively cross-marketed.
- Coordinates and oversees the production of all printed and electronic marketing materials (Examples include but are not limited to Fun Guides, flyers, graphics, brochures, newsletters, Annual Reports and Columbus Park Foundation Reports).
- Creates and implements a brand identity program and trains staff accordingly to implement and adhere to that plan (i.e. proper use of Department logo).
- Seeks feedback from the community (both subjectively and via data collection methods) about Parks and Recreation services in an ongoing capacity that includes program and facility

evaluations, focus groups and parks department wide surveys. The intent is to identify gaps in service, identify what we are doing well and identify opportunities for improvement.

- Prepares annual and program/project specific marketing plans for department and assists staff with specific marketing objectives identified in this marketing plan.
- Support in the development of content and materials for presentations to community leaders, businesses, City Council, Mayor, etc.
- Attend weekly and monthly meetings such as Parks Department Board Meetings, etc.
- Prepares, tracks, and manages expenses and revenues for the marketing budget.
- Help coordinate, market and facilitate a Department annual meeting.
- Take quality photos and videos of Department programs and events.
- Develops and maintains content for digital signage and kiosks at Department locations and facilities.
- Performs other duties and tasks as assigned.

#### **Education and Experience:**

- Bachelor's Degree in Marketing, Communications, Public Relations or other applicable area is desirable (work experience may suffice).
- Minimum 3-5 years' experience in marketing and public relations.
- Thorough knowledge of marketing principles with the ability to assess needs, design and implement a successful marketing/communication plan.
- Excellent communication skills. Ability to clearly articulate messages. High-level writing, copywriting, editing, proofreading, artwork design basics, public speaking, and presentation skills.
- Must have computer knowledge, content management, and design experience. Program proficiency includes but not limited to Microsoft Office (including Publisher), Adobe Suite (including Photoshop, Illustrator, and InDesign), social media (including Facebook, Twitter, and Instagram) and website building/maintenance.
- Ability to work with a team and provide support and leadership when appropriate.
- Knowledge in media purchasing and coordination.
- Must have the ability to multi-task and manage multiple projects simultaneously and successfully.

#### **Judgment:**

- Work is of a high degree of difficulty and complexity and is performed under direction with considerable latitude granted the incumbent for exercise of independent judgment.

#### **Supervisory Responsibility:**

- Responsible for managing all marketing efforts, to include those managers/directors associated with them.

#### **Relationships Responsibility:**

- Relationships inside and/or outside the organization highly desired and important to the organization.

#### **Working Conditions:**

- Must be available evenings and weekends periodically to market special events, and programs. Hours worked each day may vary weekly depending on evening and weekend events.