



Pleasant Valley Recreation and Park District, Camarillo, California

EMPLOYMENT OPPORTUNITY
MARKETING SPECIALIST

Hourly Rate - \$19.57 - \$24.86; Biweekly Salary - \$1,565.60 - \$1,988.80

Final Filing Date: Monday, July 23, 2018 at 5:00 pm

The Pleasant Valley Recreation and Park District is currently accepting applications for a Marketing Specialist to develop and execute marketing strategies to increase participation and enrollment in District recreational programming and special events. We are looking for a positive, self-starter with good customer services skills, a “can do attitude” and the ability to work independently as a member of a cohesive team.

SUMMARY: Under general supervision, plans, organizes and provides highly responsible and technical professional staff assistance in a variety of marketing, and publicity tasks and assists in community outreach for District marketing efforts, in accordance with the District’s policies and procedures.

ESSENTIAL DUTIES AND RESPONSIBILITIES: Includes the following, with a focus of Quality Customer Service being primary for all positions. Performs other duties as assigned.

- Coordinates, prepares and distributes the production of the seasonal Activity Guide, including web and social media sites, prepares related promotional material.
- Develop, write, edit, design and produce various communication materials including brochures, fact sheets, press releases, articles, multi-media presentation, correspondence, and special publications.
- Responsible for independently performing a wide range of administrative and/or analytical tasks relating to the planning and processing of web and social media information, administration and maintenance of content updates, changes and security of the District’s website.
- Maintain the District’s website.
- Work closely with vendors and printers to ensure that print and promotional items are correct and delivered in a timely manner.
- Assist with the informational distribution of District activities to the public.
- Maintain the District’s social media presence.
- Create monthly Power Point presentations highlighting District events for board meetings.
- Remain available for District events, includes some nights and weekends.

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, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Thorough to comprehensive knowledge of: current marketing trends and strategies; social media platforms; principles and practices of public relations, media, marketing and advertising; public information and community relations program development and implementation.
- Thorough to comprehensive ability to: read, analyze, and interpret documents in area of expertise, technical procedures, or government regulations; write reports, correspondence; communicate effectively in written and oral form; present information and respond to questions.

EDUCATION and/or EXPERIENCE: Bachelor's degree with an emphasis in Communication, Marketing, Public Relations or related field. Minimum of one (1) year experience in marketing, or public relations and experience with Microsoft Office, desktop publishing, HTML experience preferred; or an equivalent combination of education and experience.

CERTIFICATES, LICENSES, REGISTRATIONS: Position requires average amount of driving, therefore, must have daily access to a vehicle, and possess a valid California driver's license and maintain appropriate insurance on vehicle used in the course of business duties. Position may involve driving to events as a representative of the District. CPR and First Aid Certification required no later than six (6) months after employment. Successful completion of tuberculosis, alcohol and drug screenings and criminal justice fingerprint clearance/background check required.

PHYSICAL DEMANDS: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is frequently required to stand; sit; twist, and use hands to finger, handle, or feel. The employee is frequently required to walk; reach with hands and arms; climb or balance; stoop, kneel, crouch, or crawl; and talk or hear. The employee must frequently lift and/or move up to 10 pounds, frequently lift and/or move up to 25 pounds and occasionally lift and/or move up to 75 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and ability to adjust focus.

WORK ENVIRONMENT: The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is not generally exposed to hazardous conditions. The noise level in the work environment is usually loud. This position may require overtime and adjusted schedules for special events.

BENEFITS: Annual Merit increases based on performance, membership in the California Public Employees Retirement System (CalPERS) 2% @ 62 (unless qualify as a Classic Employee) with an employee contribution required, employees also contribute towards Social Security, Health, Dental, and Vision coverage. Vacation, Sick Leave, and 12 Holidays are provided. Employer paid Life Insurance Policy, Short/Long Term Disability, and AD&D policy. A voluntary Deferred Compensation 457 Plan is available to employees for additional tax deferred retirement savings.

APPLICATION AND SELECTION PROCESS

Application forms may be obtained at the District Office at 1605 E. Burnley St., Camarillo, CA 93010

(805) 482-1996 or at www.pvrpd.org

Application: This is an hourly At-Will position. Based on the information provided in the application documents, those applicants who best fit the needs of the District will be considered for this career opportunity. Not all applicants meeting the minimum qualifications are guaranteed advancement through any subsequent phase of the examination as only the most qualified applicants will be invited to an interview. Applicants who fail to complete the application and supplemental questions and provide a cover letter, and resume, by the Final Filing Date will be subject to rejection. Applications and supplemental questionnaires will be reviewed, and only the most qualified applicants will be invited to an interview. **A District application is required.** Resumes will not be accepted in lieu of a completed application.

Appraisal Interview: A job related appraisal interview will be conducted to evaluate and compare participating candidate's knowledge, skills, and abilities in relation to those factors which job analysis has determined to be essential for successful performance of the job. **INTERVIEWS WILL BE HELD ON THURSDAY, JULY 26, 2018 – QUALIFIED CANDIDATES WILL BE NOTIFIED BY TUESDAY JULY 24TH.** After the Appraisal Interview, the top candidates may be invited to interview with the Recreation Services Manager.

NOTE: The District does not reimburse applicants for travel, lodging, or other expenses resulting from their participation in the selection process.

MAIL / FAX / DROP OFF ALL REQUIRED FORMS - APPLICATION, RESUME & SUPPLEMENTAL FORM TO:

Pleasant Valley Recreation & Park District
Kathryn Drewry
1605 E. Burnley Street
Camarillo, CA 93010

Phone: 805-482-1996 x 113
Fax: 805-383-0316
Email: kdrewry@pvrpd.org

THE SUCCESSFUL CANDIDATE MUST PASS A DEPARTMENT OF JUSTICE LIVE FINGERPRINT SCAN, BACKGROUND AND REFERENCE CHECK, SCREENINGS FOR ALCOHOL, DRUG, TUBERCULOSIS AND PHYSICAL PRIOR TO START OF EMPLOYMENT.

All supplemental forms and certifications MUST be submitted with the completed PVRPD Employment Application.

PLEASANT VALLEY RECREATION AND PARK DISTRICT, CAMARILLO, CA

MARKETING SPECIALIST - SUPPLEMENTAL QUESTIONNAIRE TO PVRPD APPLICATION -

Supplemental forms that are incomplete or missing information may disqualify the application.

INTERVIEWS WILL BE HELD ON THURSDAY, JULY 26, 2018 –

QUALIFIED CANDIDATES WILL BE NOTIFIED BY TUESDAY JULY 24TH

1. Please describe how you, as a marketing professional, stay up-to-date on current best practices and trends? Include the publications and websites you use and the thought-leaders you follow.
2. Lead us through your practice on how you gauge marketing return on investment? What has worked best for you and was it effective?
3. You have \$7,500.00 in marketing funds available this fiscal year. Given what you know, and have researched about the way Pleasant Valley Recreation and Park District markets itself, how would you spend this money to get the best ROI?
4. Please attach a link to your portfolio of work.