

Pleasant Valley Recreation and Park District, CA



JOB DESCRIPTION

To perform this job successfully, an individual must be able to perform the essential job functions satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the primary job functions herein described. Since every duty associated with this position may not be described herein, employees may be required to perform duties not specifically spelled out in the job description, but which may be reasonably considered to be incidental in the performing of their duties just as though they were actually written out in this job description.

MARKETING SPECIALIST

Department: Recreation

Pay Grade: F102

FLSA Status: Non-Exempt

JOB SUMMARY

This position is responsible for all District Marketing items to include social media, marquee, website, and activity guide (design and formatting). The position is required to design and print flyers for District programs and events. The position is responsible for taking photos for the District to use to maintain District's Marketing. Print banners or update design and print marketing materials for events, programs, meetings, and park closures. Attend marketing/networking booth opportunities.

ESSENTIAL JOB FUNCTIONS

- Maintain District's Marketing Material including managing the District's website, social media, marquee, press releases, Constant Contacts Newsblasts, and activity guide.
- Create all the designs used for marketing material.
- Attend and participate in staff and committee meetings.
- Work with community partners to set up booths and provide District information at community events.
- Take photographs for the District to maintain an up-to-date photo library.
- Track data analytics for social media traffic and help improve District's digital views.
- Perform other related duties as assigned.

QUALIFICATIONS

Education and Experience:

Bachelor's degree in marketing or related field with one (1) year of experience, , or equivalent combination of education and experience.

Special Qualifications:

Position requires some amount of driving, therefore, must own a vehicle or have daily access to a vehicle, and possess a valid California driver's license with a clean California Department of Motor Vehicle record, 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, drug and alcohol screening and criminal justice fingerprint clearance/background check required.

Knowledge, Skills, and Abilities:

- Knowledge and expertise of MS Office Suite, including Word, Excel, and Outlook.
- Skills to operate basic office equipment and be PC literate with software applications in use in the District.
- Ability to be self-motivated, work independently, and manage time well.
- Ability to multitask to handle competing priorities and demands.
- Ability to communicate effectively with the public, organization, employees, user groups, and community leaders in oral and written form.
- Ability to establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.

PHYSICAL DEMANDS

The work is light. Additionally, the following physical abilities are required:

- Mobility: Frequent use of office equipment; frequent sitting for long periods of time; occasional bending or squatting.
- Lifting: frequently up to 10 pounds; occasionally up to 25 pounds.
- Vision: constant use of overall vision, frequent reading, and close-up work; occasional color and depth vision.
- Dexterity: frequent repetitive motion; frequent writing; frequent grasping, holding, and reaching.
- Hearing/Talking: frequent hearing and talking, in person and on the phone.
- Emotional/Psychological: frequent concentration; frequent public and/or coworker contact; occasional working alone.
- Environmental: frequent exposure to noise.

WORK ENVIRONMENT

Work is performed in a typical temperature-controlled office environment subject to typical office noise. The positions will mostly be in a fast-paced office environment requiring the ability to multitask. Positions may require rare/occasional overtime or schedule adjustments due to special events.

Pleasant Valley Recreation and Park District has the right to revise this position description at any time and does not represent in any way a contract of employment.

Employee Signature

Date

Supervisor (or HR) Signature

Date