



**Job Description**  
**Marketing & Community Relations**  
**Coordinator**  
Full Time–Exempt  
Position Open Until Filled



**SCOPE OF POSITION**

General Statement of Duties: Will be responsible for the vision and direction of the District's overall community relations and brand management.

Supervision Received: Works under the direction of the Eaton Area Park and Recreation District – District Director.

Supervision Exercised: Will supervise Welcome Desk and Child Watch staff.

FLSA Status: Exempt

Salary Range: \$40,000-\$52,000 DOQ

**ESSENTIAL DUTIES AND RESPONSIBILITIES**

- Works with the District Director to develop overall brand management and recognition.
- Responsible for the development of an innovative and forward thinking social media footprint.
- Along with the District Director, will be responsible for the implementation, marketing and sales of the District's Sponsorship and Marketing Campaign.
- Develops and implements marketing strategy for the District which includes promotional events, marketing tools and advertisement of the facility.
- Assists Coordinators and Managers to develop promotional materials to market their programs.
- Oversees all Welcome Desk personnel, guest relations; works with the District Director to investigate and resolve complaints or inquiries from employee and patrons concerning the operations of the facility; deals appropriately with confrontational situations.
- Responsible for hosting regular Welcome Desk trainings and meetings.
- Oversees annual membership, sales, rentals of the facility, computer registration, daily admissions, and all other aspects of cash flow procedures.
- Preferably responsible for the creation of the EAPRD Program Guide released three times annually.

- Provides administrative support by answering questions, maintaining correspondence with local partners and agencies; leads and schedules tours; interfaces with community groups, and actively promotes the facility throughout the community.
- Provides administrative support to the District Director. Prepares District bills, invoices, and other clerical related duties.
- Prepares statistical reports monthly and prepares data and narrative for inclusion in annual reports.
- Represents the District at various community and/or business meetings, committees, and task forces; promotes existing and new programs and/or policies.
- Represents the District at monthly District Board meetings. Responsible for the preparation of meeting materials, recording minutes and publishing meeting records.
- Performs miscellaneous job-related duties as assigned.

## **QUALIFICATIONS**

### Education and Experience:

- Requires a BA or BS in Public Relations, Parks and Recreation, Business, Marketing, Psychology, Journalism, Public Relations or a related and relevant field of study, and/or a minimum of two years' experience directly related to the duties and responsibilities specified.

### Necessary Knowledge, Skills and Abilities:

- Extensive knowledge of brand management, marketing, sales, social media management and strategy.
- Extensive knowledge of customer service, business, management, finance and accounting including budgeting activities.
- Extensive knowledge and the ability to use graphic design software (Photoshop, Illustrator, InDesign, or a related program)
- Excellent public relations and communication skills
- Preferred knowledge of ActiveNet or ability to quickly learn ActiveNet software.
- General knowledge and background of recreation programs.
- General knowledge and experience in planning, prioritizing and organizing a complex workload.

- Ability to establish and maintain effective working relationships with co-workers, the public, news media and other departments and agencies; ability to follow written and oral instructions; ability to create effective working relationships with employees and the public.
- Valid Colorado driver's license with acceptable driving record for the past three years.
- Must be willing to work occasional evenings and weekends.
- This position is subject to the Drug and Alcohol-Free Workplace Program. This includes: pre-employment testing, post-accident testing, reasonable suspicion testing, return-to-duty testing, and follow-up testing.

#### **WORK ENVIRONMENT:**

***The Eaton Area Park & Recreation District relies on its core values, Trust, Community, and Opportunity to guide our work environment and culture. Our team values innovation, positive attitudes, flexibility and rewards those who are willing to take a risk and make a daily impact.***

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. The physical demands described here are representative of those an employee would typically encounter while performing the essential duties and responsibilities of this position.

- While performing the duties of this job, the employee is frequently required to walk, stand, sit, and talk or hear. The employee is occasionally required to use hands to feel or operate objects, tools, or controls; and reach with hands and arms. The employee is occasionally required to climb or balance; stoop, kneel, crouch, or crawl.
- The employee must occasionally lift and/or move up to 50 pounds.

Applications received by **February 16, 2018** may be considered for the initial interview process.

Please submit the following:

- ***EAPRD Application found at [www.eaprd.com](http://www.eaprd.com)***
- ***Cover Letter addressing how you would fit the culture and core values of the EAPRD***
- ***Resume***
- ***Marketing Portfolio or materials representing your marketing acumen.***

Applications received after this date may be reviewed on a weekly basis as needed until the position is filled.