

Marketing Specialist - Community Education & Recreation

Dept/Div: Communications and Community Relations/N/A FLSA Status: *Exempt* **General Definition of Work**

Performs intermediate administrative work assisting the Director of Community Education & Recreation in the exchange of information between the Community Education & Recreation Department and the public it serves, and related work as apparent or assigned. Work is performed under the limited supervision of the Director of Community Education & Recreation.

Qualification Requirements

To perform this job successfully, an individual must be able to perform each essential function listed below satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. This is not an exhaustive list of any or all functions a position could perform. Reasonable accommodations may be made to enable an individual with disabilities to perform the essential functions.

Essential Functions

Assists the Director of Community Education & Recreation in coordinating the communication of department programs, events, and opportunities to employees, district buildings and the community.

Assists with implementing the Community Education & Recreation Department's Marketing and Communications Plan including management of design related to websites, social media platforms, season catalogs and registration guides, email marketing, and other marketing platforms..

Assists with preparing consistent department communications, including but not limited to e-newsletters, program flyers, district web sites, social media content, and community channel content.

Visits with team members and program leads to keep informed of happenings in the individual programs.

Helps to facilitate design tasks such as calendar, flyers, and registration guide projects for marketing needs..

Helps to provide responses to requests for information or clarification.

Produces graphic design projects under the direction of the Director of Community Education & Recreation.

Proficient in AP Style and ability to compose, edit and proof written documents with accuracy for format, content, and mechanics including grammar, sentence structure and spelling.

Strong time management and organizational skills, with an ability to work purposefully, confidently, and independently within authority and responsibility parameters of the position under minimal supervision.

Attends department meetings and events as requested.

Serves as a department liaison to the District's Communication Department as requested..

All other duties as assigned.

Knowledge, Skills and Abilities

Thorough knowledge of public information and principles and practices of public relations and media relations; thorough knowledge of writing and editing; thorough knowledge of news writing style and familiarity with a variety of communication platforms; thorough skill in the use of computer equipment; ability to write public information reports and releases; ability to operate various computer based applications and tools; ability to operate standard profession specific tools and software systems; ability to take, edit and store digital photography files; ability to operate standard video production tools and equipment; ability to gather and analyze facts on a variety of subject matter and to assemble and present concise reports and presentations; ability to communicate complex ideas effectively, orally and in writing; ability to establish and maintain effective working relationships with school officials, associates, news media and the general public.

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Education and Experience

Bachelor's degree with coursework in marketing, communication, or related field and minimal experience working in a communication based position, or equivalent combination of education and experience.

Physical Requirements

This work requires the occasional exertion of up to 10 pounds of force; work regularly requires sitting, speaking or hearing and using hands to finger, handle or feel, frequently requires repetitive motions and occasionally requires standing, walking, reaching with hands and arms, pushing or pulling and lifting; work requires close vision and color perception; vocal communication is required for expressing or exchanging ideas by means of the spoken word and conveying detailed or important instructions to others accurately, loudly or quickly; hearing is required to perceive information at normal spoken word levels; work requires preparing and analyzing written or computer data, operating machines, operating motor vehicles or equipment and observing general surroundings and activities; work occasionally requires exposure to outdoor weather conditions; work is generally in a moderately noisy location (e.g. business office, light traffic).

Special Requirements

Valid driver's license in the State of Minnesota.