



# Pleasant Valley Recreation and Park District Job Description

<b>Job Title:</b>	Marketing Specialist	<b>Category:</b>	Staff
<b>Department:</b>	Recreation	<b>Prepared Date:</b>	July 2018
<b>Reports To:</b>	Senior Management	<b>Approved by:</b>	Board of Directors
<b>FLSA Status:</b>	Non-Exempt	<b>Approved Date:</b>	July 5, 2018

**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



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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.