



MARKETING SPECIALIST

FULL TIME - \$20.36 - \$25.86 per hour

APPLICATIONS DUE BY FEBRUARY 25, 2022

The Pleasant Valley Recreation & Park District is currently accepting applications for a Marketing Specialist which performs a variety of marketing and communications related materials for the District requiring graphic design and web editing experience. This position must be able to multi-task and be able to shift focus based on District needs and requests. This position requires working alongside a variety of District Staff from different departments and the ability to engage with various levels of management. We are looking for a positive, self-starter with good communication and customer service skills, and a “can do attitude!”

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.

APPLICATION AND SELECTION PROCESS

Application forms may be obtained at the District Office at 1605 E. Burnley St., Camarillo, CA 93010 -or – at www.pvrpd.org

Application: Based on the information provided in the application documents, those candidates with the most desirable qualifications will be invited to continue in the selection process. Not all applicants meeting the minimum qualifications are guaranteed advancement through any subsequent phase of the examination. Be sure to include all pertinent information regarding your education and experience; attach additional sheets if necessary. Fill out the application completely and neatly; blank spaces may cause rejection. Falsification or omission of material fact is cause for rejection, removal from the eligibility list, or dismissal. **A District application is required.** Resumes will not be accepted in lieu of a completed application.

Appraisal Interview: A job related appraisal interview, for the top candidates, 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 TENTATIVELY SCHEDULED FOR MARCH 2, 2022**

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

Apply Immediately

APPLICATIONS DUE BY FRIDAY FEBRUARY 25, 2022

MAIL / FAX / DROP OFF DISTRICT APPLICATION, RESUME, AND ADDITIONAL FORMS TO:

Pleasant Valley Recreation and Park District
C/o Human Resources
1605 E. Burnley Street
Camarillo, CA 93010

Phone: 805-482-1996 x113
Fax: 805-383-0316
Email: kdrewry@pvrpd.org
Web: www.pvrpd.org

The successful candidate must pass a Department of Justice Live Fingerprint Scan, Background /Reference Check, Screenings for Alcohol, Drug and Tuberculosis prior to the start of employment.

BENEFITS

- **Annual Merit Increases**
- **CalPERS 2% @ 62 (Unless qualified as a Classic Employee)**
- **District contribution to Health, Dental and Vision**
- **Vacation, Sick, and 12 paid Holidays**
- **District paid Life Insurance, Short/Long Term Disability, and AD&D policy**

**PLEASANT VALLEY RECREATION AND PARK DISTRICT
MARKETING SPECIALIST
SUPPLEMENTAL QUESTIONNAIRE**

(Attach this supplement and to your application)

This questionnaire will be used to further evaluate your training and experience as it relates to the position of Marketing Specialist. You may include paid employment, military, volunteer, educational training and/or experience. Please complete this supplemental form along with the district application. Incomplete forms will not be accepted.

NAME _____ **EMAIL** _____

CELL _____

1. How many years' experience do you have in marketing, sales, media relations or public relations?			
2. Do you have an in-depth knowledge and understanding of social media platforms: Facebook, Twitter, Instagram, YouTube, etc., and how each platform can be deployed in different scenarios to benefit the District?			Y / N
3. Do you have familiarity with HTML, Microsoft Office and Windows OS?			
(If it does not apply, indicate n/a in all three boxes)	Basic Training	Occasional Use	Daily Use
a. Web page editing software			
b. MS Outlook			
c. MS Word			
d. MS Excel			
e. MS PowerPoint			
f. MS Publisher			
g. Windows OS			
4. Do you have expertise in advanced graphics design (Adobe Creative Suite including InDesign, Illustrator, photoshop or media editing software, etc.)?			
(If it does not apply, indicate n/a in all three boxes)	Basic Training	Occasional Use	Daily Use
a. InDesign			
b. Illustrator			
c. Photoshop			
d. Lightroom			
e. Bridge			
f. Other programs:			
5. Do you have the following experience:			
a. Working with the media and public?			Y / N
b. Giving presentations			Y / N
c. Writing press and media releases			Y / N

d. Using social media for marketing	Y / N
e. Maintaining a web site	Y / N
f. Taking and using photos for marketing	Y / N
g. Preparing a communications/marketing plan & calendar	Y / N
6. List the social media you have used for marketing purposes:	
7. List the topics of press/media releases you have prepared:	
8. List the topics of presentations you have prepared & given:	
9. Would you be able to provide a link to an online digital portfolio?	Y / N