

BAINBRIDGE ISLAND METROPOLITAN PARK & RECREATION DISTRICT

JOB DESCRIPTION

Title: Marketing Coordinator
Reports to: Executive Director
Position Status: Full-time
Payroll Status: Hourly

JOB SUMMARY

Responsible for assisting with, supporting and creating District communications and promotions including website updates and announcements, catalog, email marketing, advertisements, posters, brochures, banners, District information booth, press releases and social media. Does graphic design to create District marketing materials. Proofreads marketing materials prior to their release. Photographs and edits photos of District programs, parks and events and maintains photo library. Monitors and responds to District issues in a timely manner as they come up.

EXAMPLES OF ESSENTIAL JOB FUNCTIONS

1. Supervises employees, contractors and interns.
2. Maintains the District website by updating information, blog posts, and graphics, with support of professional website designers.
3. Assists in promoting District activities in the community through designing, creating and editing promotional material, advertisements, flyers, brochures, signs, press releases and social media.
4. Ensures that messages and advertisements are supportive of and consistent with the District brand.
5. Coordinates, proofreads, approves, and delivers regular email campaigns.
6. Researches new stories or events for District website.
7. Creates content, monitors and updates various social media sites.
8. Maintains and coordinates a library of District pictures to be used for marketing and archives.
9. Photographs and edits photos of various classes and events for District archives and outreach.
10. Monitor and ensure website and other online media are appropriately archived with guidance from the Administrative Manager.
11. Coordinates the Recreation Program Catalogue.
12. Recommends department budget.
13. Attends various continuing education meetings, seminars, and workshops.
14. Provides back up to the Administrative Manager for Board related activities.
15. Performs other duties and responsibilities as assigned by supervisor.

QUALIFICATIONS

- Requires Bachelor's Degree in Recreation, Education, English, Fine Arts, Theatre, Communications, Marketing, or related field, or equivalent experience and training supplemented with continuing education workshops.

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES

- Knowledge and skills with graphic arts, design, publications, publishing software, communications, media, and promotion.
- Thorough knowledge of District policies and procedures
- Ability to learn new software and computer programs
- Self-motivated with the ability to think creatively.
- Strong organizational skills with the ability to meet deadlines.
- Skill in forward thinking and ability to identify problems or issues and develop effective solutions, resolve complex problems, and gain cooperation among interested groups.
- Ability to accept direction for professional and program improvement.
- Ability to work with a growing District and lead or participate in collaborative activities.
- Ability to prepare and present clear and concise schedules, graphics and reports using applicable software.
- Ability to supervise, lead and direct others.
- Ability to communicate effectively verbally and in writing.

WORK ENVIRONMENT AND PHYSICAL EFFORT

This is a non-smoking work environment. The work environment is primarily indoors, is performed in an office and may require weekend and evening duties. 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.

- This individual is regularly required to stand; walk; talk or hear.
- The individual is occasionally required to stoop, kneel, or crouch.
- This individual is frequently required to sit.
- The individual must regularly lift and/or move up to 30 pounds.
- This job includes repetitive keyboarding.

SIGNATURES

This job description is intended to convey information essential to understanding the scope of the job and the general nature and level of work performed by job holders within this job. But this job description is not intended to be an exhaustive list of qualifications, skills, efforts, duties, responsibilities or working conditions associated with the position.

Employee Name

Manager Name

Employee Signature

Manager Signature