

PARKS COMMUNICATIONS SPECIALIST

GENERAL STATEMENT OF DUTIES: Assists in the preparation of communication and marketing plans with extensive focus in social media and media relations; coordinates revenue generating retail-focused events; coordinates seasonal and volunteer staff; assists in the special events permitting process; works under general supervision; performs other related duties as required.

STATEMENT OF TASKS:

Assists in the preparation, development and execution of social media campaigns;
Coordinates media buys, graphics production, print purchases, photography services, media relations and brochure distribution;
Coordinates creation, printing and distribution/installation of brochures, flyers, ads, signage, etc.;
Coordinates work and schedules of seasonal staff and/or volunteers assigned to division;
Assists in the development of presentations for all appearances;
Assists in the execution of revenue generating special events; providing support services across all Parks divisions;
Assists in the preparation and execution of marketing plans to generate/increase revenue for specialty facilities, including, but not limited to, the Mounds ORV Area, E.A. Cummings Event Center, Crossroads Village and Huckleberry Railroad;
Assists with park signage program;
Coordinates with local/regional attractions in support of the developed tourism strategy;
Responsible for the consistency and overall brand usage, including updates and uses in all digital, print, and other media formats;
Coordinates public information for all types of media including print, radio, television, outdoor, digital, social, email, etc.;
Develops and executes surveys and focus groups to evaluate Parks and Recreation and marketing performance and visitor satisfaction;
Provides customer service through social media platforms as the social media manager;
Performs other related duties as required.

The statement of tasks above is intended to be sufficient to identify the class and be illustrative of the many duties that may be assigned. It should not be interpreted to describe all of the duties an employee assigned to this class may be required to perform.

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES:

Knowledge of marketing and communications strategies and the ability to make strategic decisions;
Knowledge and experience with customer relationship management systems and reservation systems;
Knowledge and experience with social media management;
Knowledge of graphic arts and desktop publishing;
Skill in oral and written communication;

Skill in Microsoft Office programs including Word, Excel, PowerPoint, Publisher and Outlook;

Ability to consistently interact with the general public, officials, and staff with a courteous demeanor and attitude;

Ability to coordinate and motivate employees;

Ability to effectively organize and manage multiple projects/priorities within organizational and financial constraints;

Ability to attend work regularly and work under stressful conditions.

MINIMUM QUALIFICATIONS:

Four (4) years' experience in marketing, communications, social media management or related experience, **AND** three (3) years' experience in the field of Parks and Recreation, **AND** fifty (50) credit hours of completed college coursework, **AND** a Certified Tourism Ambassador through the Flint & Genesee Chamber of Commerce, or obtain certification within 6 months of hire.

SPECIAL REQUIREMENTS:

Possession of a valid driver's license.

Must be willing to work weekend, holidays and irregular hours.

Must have experience with Hootsuite Social Media Management software, Hootsuite certification preferred.



Human Resources Director

Established October 28, 2019