

## PARKS COMMUNICATIONS, EVENT, AND BRAND MANAGER

### GENERAL STATEMENT OF DUTIES:

This position is a key member of the Management Team. Performs highly skilled professional work in the preparation of communications and marketing plans with a focus on social media platforms for organic and paid campaigns; creates and manages revenue generating retail-focused events; photographs programs, events, and special projects; the position supervises full-time and seasonal employees; oversees special events permitting process; works under the general supervision of the Parks and Recreation Director; performs other related duties as required.

### STATEMENT OF TASKS

Prepares and executes organic and paid social media campaigns;  
Performs market analysis of traditional media outlets; recommends media buys to Director;  
Renders technical advice and assistance to staff and professional consultants who may be employed on a contractual basis;  
Assigns work, schedules, and supervises seasonal staff and/or volunteers assigned to Parks Communications and Brand management division;  
Prepares and/or coordinates community engagement strategies for special projects;  
Prepares and manages communications and brand division budget;  
Develops/coordinates in-house training for full-time and seasonal staff on customer service and other issues as assigned;  
Develops presentations for local, regional, and/or national demonstrations and/or appearances;  
Creates retail/revenue generating events; Prepares budgetary and cost estimates for retail/revenue generating special events;  
Supervises the implementation of revenue generating special events;  
Prepares and executes 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;  
Oversees park signage program; recommends amendments to process as necessary;  
Develops tourism strategy in coordination with local/regional attractions;  
Utilizes professional grade DSLR equipment to photograph GC Park programs, events, and visitors to promote GC Parks; creates and maintains photo release records;  
Gathers and manages data, coordinates annual economic impact analysis report;  
Responsible for overall brand management, including updates and uses in all digital, print, and other media formats;  
Supervises full-time staff at For-Mar Nature Preserve and Arboretum;  
Supervises seasonal staff in marketing division;  
Provides oversight of special events permitting process;  
Provides oversight of Keep Genesee County Beautiful and/or other grant-funded programs as assigned;  
Creates, markets, and initiates revenue generating events; will be required to coordinate support services across multiple divisions including, but not limited to, park maintenance, park rangers, reservations, etc.

REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES

Thorough knowledge of principles, methods, and techniques employed in communications, marketing, graphic design, and brand management;  
Ability to effectively develop and manage budgets  
Ability to effectively organize and manage multiple projects/priorities within organizational and financial constraints;  
Ability to work tactfully with peers, colleagues, subordinates, and outside agencies;  
Ability to exercise mature judgment and to function with very broad guidelines and minimum direction;  
Thorough knowledge of and ability to utilize Adobe Creative Suite software;  
Thorough knowledge of and ability to utilize Hootsuite software;

MINIMUM QUALIFICATIONS

Bachelor's degree in Business Administration, Communications, or related field with concentration in marketing and/or graphic design

**AND**

36 months (total) experience in marketing and/or communications and/or graphic design.

SPECIAL REQUIREMENTS

Must possess a valid driver's license;  
Must demonstrate proficiency in utilizing professional grade DSLR photography equipment, with particular emphasis on portrait and/or lifestyle-type photography;  
Must attain Certified Tourism Ambassador (CTA) certification within 6 months of hire;  
Must be willing to work weekends, holidays, and irregular hours in varying weather conditions;  
Must be courteous in dealing with the general public and fellow staff members;

  
Human Resources Director

Established: November 20, 2017