



MARKETING & COMMUNITY ENGAGEMENT COORDINATOR

PARKS, RECREATION, FACILITIES
MANAGEMENT DEPARTMENT

(.5FTE)

Bargaining Unit: Non-Exempt

CITY OF APPLETON

Effective Date: XXXXXXXXXX

Class Code:

SALARY RANGE

Hourly:

Annually:

NATURE OF WORK:

Promotes the department's image and visibility by raising the level of public awareness of parks, recreation, and golf course operations, services, and accomplishments. Coordinates the development of comprehensive strategies and approaches for marketing services and facilities, public/private partnerships, sponsorships, and other revenue enhancing programs. Assesses the department's marketing and communications campaigns and projects that reach residents and other targeted audiences. Work is performed under general supervision of the Recreation Manager.

JOB FUNCTIONS:

ESSENTIAL JOB FUNCTIONS

- Plans and prepares materials including newsletters, activity guides, social media content, videos, and public service announcements, etc.
- Manages content and development of the Parks and Recreation and Reid Golf Course websites, social media sites, and marketing/promotional materials.
- Collaborates with Parks, Recreation, Facilities Management, and Golf Course teams to coordinate all marketing and social media information to ensure timely promotion of programs and services.
- Prepares information for public service announcements and works with local media

outlets on distribution.

- Plans, executes, and tracks performance of social media and other digital content.
- Prepares graphic art for promotional pieces and flyers.
- Manages schedule and develops content for electronic sign at Appleton Memorial Park, changing messages weekly as appropriate.
- Takes and acquires photos/videos of facilities and programs to enhance content. Utilizes editing programs and maintain content library.
- Develops financial support for programs/events through sponsorships and donations.
- Manages donations and sponsorships as required.
- Manages the advertising budget for the recreation division.
- Collaborates with the City's Communication Coordinator on creating consistent branding standards.
- Continues education on marketing strategies, learning tools, and social media trends to stay relevant with people we serve.

OTHER JOB FUNCTIONS

- Assists programming staff in program/event planning and execution.
- Represents the Department through involvement in City and community marketing groups.
- Communicates information, service requests, etc. received from telephone and email to appropriate staff through various means of written, electronic, and oral communication.
- Reconciles procurement card purchases and invoices through our financial system Tyler Munis.
- Provides administrative support to management staff as needed.
- Provides backup for City Hall first floor customer service as needed.
- Provides customer service support for the Parks, Recreation, and Facilities Management office building as needed.

REQUIREMENTS OF WORK:

Bachelor's degree in Marketing, Communications, Public Relations, or related field. Five to seven years related experience or equivalent combination of experience and training which provides the following knowledge, abilities, and skills:

- Considerable knowledge in modern marketing and social media practices.
- Knowledge of photo and video editing.
- Familiarity of digital best practices and skills, including basic knowledge of SEO.
- Excellent oral and written communication skills.

- Excellent customer service and teamwork skills.
- Knowledgeable in Microsoft Office programs (Word, Excel, Outlook, PowerPoint, etc.)
- Ability to prioritize daily tasks and work in an environment with interruptions.
- Strong organization skills with the ability to multi-task.
- Excellent time management skills and the ability to prioritize work.
- Ability to understand and effectively carry out oral and written instructions.
- Ability to maintain effective relationships with other employees and to deal with public relations problems courteously and tactfully.
- Ability to work with limited direction.
- Ability to make minor decisions in accordance with established policies and procedures and to apply these to work problems.
- Ability to stoop, kneel, climb, bend, lift, push and pull up to twenty pounds.
- Ability to sit for long periods of time and sustain prolonged visual concentration.
- Skill in the operation of personal computer, copier, and other standard office equipment.

SUPPLEMENTAL INFORMATION:

COMPETENCIES

Communication

Self-directed/Autonomous/Accountable

Problem Solving

Technical/Professional/Strategic Skills

Creative/Innovative

JOB TASK ANALYSIS: