**JOB TITLE: Marketing Communication Coordinator**

**DEPARTMENT: Administrative**

UPDATED

11/07/2023

**REPORTS TO: Executive Director**

**FLSA CLASSIFICATION: Exempt**

**JOB PURPOSE:**

The Marketing Communication Coordinator will provide support to all Park District departments (Recreation, Parks, Facilities and the Foundation) for internal and external advancement and support of a consistent brand message for the West Fargo Park District and its sub-brands.

**ACCOUNTABILITIES:**

* Communications - 30%
* Marketing –30%
* Public Relations Contacts –20%
* Events – 15%
* Budget – 5%

**RESPONSIBILITIES:**

* Promote West Fargo Park District brand and its sub-brands.
* Conduct market research to identify customer trends, competitor offerings and demographic data to promote the Park District and sub-brands.
* Work with a variety of marketing and design programs such as, InDesign, Hootsuite, Survey Monkey, QR Code Generator, Mail Chimp, Breezy, Venus Dashboard, Trello, ActiveNet, Occasion, etc.
* Develop and maintain websites and a wide variety of social media platforms, blogs and e-newsletters for West Fargo Park District and its sub-brands.
* Coordinate with staff to produce all forms of print, digital, video, virtual and audio media, for a variety of needs including recommending and purchasing advertising, announcements, & news releases to various media outlets.
* Coordinate and attend job fairs, business after hour events, community and regional promotions, etc. marketing the opportunities of the Park District & its sub-brands.
* Develop and direct the distribution of news releases, public service announcements, flyers, schedules, reports and related program information while coordinating information with related and appropriate staff.
* Preparation of various Park District information reports, produce and update the semi-annual activity guide publications and information updates according to schedules set for development, production and distribution.
* Identify and secure program/event financial support, sponsorships and advertising while coordinating with staff.
* Coordinate and direct social media posts to and from the public and answer and direct all social media posts to appropriate personnel including but not limited to postponements, cancellations and announcements.
* Maintain relations with the media and act as the point of contact for interviews and relevant stories and direct appropriate staff for interviews.
* Hire, train, supervise, direct and evaluate related personnel including intern students.
* Research, recommend & purchase Park District and sub-entity promotional items.
* Update/maintain all facility/park information monitors and signage.
* Provide assistance and support for programming and events as assigned throughout the Park District as needed.
* Set-up digital video recording all Park Board meetings and archive.
* Coordinate job postings as requested by managers and specialists for all positions at the Park District and advertise at various outlets.
* Attend all regular and special Foundation quarterly and annual meetings and prepare supporting information for meetings.
* Attend community/neighborhood meetings and provide presentations when required
* Coordination and implementation of Foundation special events including Giving Hearts Day, Play Fore the Parks Golf Scramble, and other Foundation special events, etc.
* Coordinate and maintain digital asset library & scrapbooks while organizing Park District history.
* Provide an updated monthly calendar for Park Board meeting packet (due noon the 1st Thursday of each month).
* Order and maintain a supply of business cards, name tags, stationary cards, and a variety of correspondence materials.
* Follow, support and uphold the West Fargo Park Districts standards and expectations for employee excellence.
* Perform other related duties as assigned.

**REQUIREMENTS:**

* Bachelor’s degree in one or more of the following: Marketing, Multimedia Journalism, Communications, or related field.
* A minimum of 2 years’ full-time professional experience preferred.
* Possess a basic knowledge of computers and the skills to use this tool in the application of data processing and communication.
* Photo and video equipment operation & editing experience preferred.
* Graphics design experience preferred.
* Project lead experience preferred.
* Must hold a valid driver’s license.

**PHYSICAL AND MENTAL DEMANDS:**

This position requires the employee to work in a fast-paced environment, with the ability to meet frequent deadlines. While performing the duties of this job, the employee must regularly sit, talk and hear/listen. The employee is frequently required to use hands to touch, handle or feel. The employee is occasionally required to stand and walk. The employee may be required to occasionally perform a full range of motion while lifting and or carrying items weighing up to 25 pounds. Exposed to varying climate temperature conditions.

**WORKING ENVIRONMENT:**

Work is performed in a standard office environment. The noise level in the work environment is usually moderate.