

**JOB DESCRIPTION**  
**DIRECTOR OF MARKETING & COMMUNICATIONS**

Function

Under the direction of the Executive Director, the Director of Marketing & Communications is responsible for the planning, organization, and management of the District's marketing and communication services as well as the oversight of the Bloomingdale Parks Foundation.

Immediate Supervisor

Responsible to the Executive Director. Directs and supervises all personnel, operations and activities of the Marketing & Communications Department.

Qualifications

- Degree in Marketing, Journalism, Public Relations, Communications or related field and a minimum of five years of progressive work experience in a related industry. Master's degree preferred. Appropriate professional certifications required or ability to attain within one year.
- Exceptional ability to carry out the instructions of the Executive Director in an effective and timely fashion, and the ability to work tactfully with people.
- Excellent ability to present ideas and recommendations in a concise manner, both oral and written. Ability to present oneself in a professional manner and speak effectively to the public.
- Outstanding ability to exercise mature and good judgment in evaluating and rendering decisions in everyday operations as well as pressured situations.
- Distinct ability to support harmonious working relationships with employees and the general public, as well as lead to motivate employees to accomplish departmental and District goals.
- The ability to effectively direct, guide, monitor and evaluate the work performance of all departmental staff.
- Extensive knowledge of basic budgetary practices, and the ability to effectively interpret, communicate and justify operating budget proposals.

Essential Functions

- Communicate with Executive Director the issues and activities related to the Marketing & Communications Department in an effort to ensure effective operations of the District.
- Actively participate in department head meetings and effectively communicate the current events and needs of the Marketing & Communications Department. Additionally, attend park board meetings to represent the department and provide information or recommendations to the park board as deemed necessary.
- Prepare, review and analyze the budget for the Marketing & Communications Department and present it annually to the Executive Director for consideration, discussion and approval.
- Approve all expenditures and assume responsibility for the complete adherence to the monies allocated to the operations of the Marketing & Communications Department.
- Act as leader and nurture the culture of the department in a manner that promotes open and dynamic communication, allowing department personnel to perform duties efficiently and effectively and work as a team in accomplishing desired goals and objectives.
- Employ and supervise part time, freelance and contracted staff within the Marketing & Communications Department. Communicate with all personnel and make decisions associated with employment and related activities within the department.
- Direct, formulate, review, and update the Marketing & Communications Department goals and objectives consistent with the leisure service requirements of the District and lead department staff in the accomplishment of these goals and objectives.

- Oversee the development, implementation and evaluation of a broad and varied portfolio of marketing and communications programs and services to ensure that the needs of the community are being met.
- Prepare long range plans for the Marketing & Communications Department as considered necessary.
- Oversee and guide the public relations and information dissemination efforts of the District concerning leisure services including, but not limited to, seasonal brochures, newsletters, reports, flyers, annual report, press releases, audio-visual materials, website, and cable television and YouTube channels. Ensure that efforts are completed and used in an effective and fiscally responsible way.
- Assist the Bloomingdale Parks Foundation and other Park District affiliated groups in their efforts to represent the District and raise funds for District improvements. Additionally, serve as secretary and staff lead for the Foundation.
- Prepare and keep required records of departmental activities, attendance, services, personnel and property.
- Plan, prepare and/or take part in meetings with public, private and volunteer based agencies, including the general public, to inform and discuss District leisure programs and services.
- Prepare, propose, review and maintain the policies and procedures illustrated in the District Procedures Manual with respect to the effective operations of the Marketing & Communications Department.
- Coordinate the work and requests of the Marketing & Communications Department with other departments within the District in an effort to ensure a harmonious working relationship and open communications.
- Work with the Safety Coordinator to organize Loss Control aspects that are particular to his/her department.
- Maintain a working knowledge of all general and departmental-specific safety rules.
- Actively support the safety program and related programs including following/enforcing safety rules, reporting accidents and injuries, and developing ideas for the prevention of future incidents.
- Investigate and recommend alternative funding resources such as grants and donations that would assist the Marketing & Communications Department and Park District.

#### Marginal Functions

- Prepare projects, reports and records on both a routine and special purpose basis as deemed necessary by the Executive Director.
- Attend and actively participate in meetings of local, state and national recreation and park associations and related organizations.
- Required to develop and promote safe work habits and to contribute in every manner possible the safety of themselves, co-workers and the general public.
- Attend meetings of and participate with IPRA, PDRMA and other local community agencies, associations and organizations when necessary.
- Perform other duties as assigned by the Executive Director.

#### Knowledge, Abilities, and Skills Required

- Ability to cooperate with and interpret Park District Philosophies in relation to governmental, public and private groups or agencies and to the general public.
- Capacity to maintain positive and effective working relationships with supervisors and subordinate employees.

- Knowledge of and ability to apply current marketing best practices and technology.
- Ability to communicate effectively within various settings, from one-on-one to group configurations.
- Capacity to maintain self-control and composure in difficult situations.
- Basic knowledge of the principles, practices and objectives of park and recreation administration.
- Knowledge of the principles of financial management.
- Good knowledge of pertinent safety precautions.

#### Hours of Work and Compensation

The position of Director of Marketing & Communications is a full-time position and paid every two weeks at an agreed salary. The position is classified as an exempt employee status and will work a minimum of 40 hours per week. However, as a professional employee in the park and recreation industry, it shall be assumed that hours beyond the minimum, including evening and weekend hours, will be expected. The salary range for this position is \$60,000-\$85,000. As staff lead for the Parks Foundation, the Director of Marketing & Communications is eligible for additional compensation based on sponsorship revenues.

#### Psychological Considerations

The Director of Marketing & Communications may feel added pressure from being a Department Head. The Director of Marketing & Communications may also feel pressure from having to meet deadlines and the delegation and coordination of work among all members of the Marketing & Communications Department. The Director of Marketing & Communications must have the ability and mindset to resolve differences and conflicts among staff members and with patrons of Park District programs, services and facilities. The Director of Marketing & Communications must be highly organized and have the ability to prioritize administrative projects and handle several projects at the same time.

#### Environmental Considerations

May be exposed to elements when driving to meetings or facilities or when assisting personnel with outdoor functions. Most activities are performed indoors; these conditions include lighting and temperature.

#### Physiological Considerations

The Director of Marketing & Communications must expect to work prolonged days, some of which may include lengthy periods of time on his/her feet, lifting or moving supplies. This is an office position.

#### Cognitive Considerations

The Director of Marketing & Communications must have the ability to carry out the instruction of the Executive Director with dispatch, and also have the ability to work tactfully with people. The Director of Marketing & Communications must have the ability to present ideas and recommendations in a clear and concise manner both orally and in writing. The Director of Marketing & Communications must exhibit good problem-solving skills and good judgment in keeping with the mission of the Park District.

#### Equal Opportunity Employer

The Bloomingdale Park District is an Equal Opportunity Employer.