



# COMMUNICATION SPECIALIST

**POSITION:** Communication Specialist (Events and Communications)

**DEPARTMENT:** Recreation

**REPORTS TO:** Recreation Manager

**FLSA CLASSIFICATION:** Exempt

**SALARY:** \$46,000-\$54,000

## SUMMARY

Under supervision of the Recreation Manager, the Communication Specialist plans, develops, and organizes the Park District's marketing and communications program. This will include but not limited to creating ad design, writing newsletters/publications, overseeing production of seasonal program guides, promoting special events, updating website, posting on various social media platforms, promoting jobs, advertising sales and other marketing events and programs. This position also plans and oversees multiple Park District community events.

## ESSENTIAL DUTIES AND RESPONSIBILITIES

- Responsible to create and distribute news releases, public service announcements, flyers, schedules, reports and related program information.
- Assist in planning, supervising, coordinating and evaluating community special events.
- Develop positive relationships with individuals and groups utilizing parks, facilities within the policies, procedures and guidelines of the District.
- Prepare information for annual reports, District semi-annual activity guide publications submitted to the Recreation Manager according to schedules set for development, production and distribution.
- Follow, support and uphold the West Fargo Park Districts Standards and Expectations for Employee Excellence.
- Ability to plan, organize, supervise and evaluate the work of others.
- Implement, maintain and follow personnel policies and procedures that are outlined in the West Fargo Park District Risk Management Manual as they relate to seasonal employees.
- Prepare inventories and lists of materials, supplies and equipment needed.
- Assist in developing budgets, schedules, reports, fees and season brochures as assigned.
- Perform related work as apparent or required.

## MINIMUM QUALIFICATIONS

- Bachelor's degree required, course work in Marketing, Mass Communications, Journalism or related field. Equivalent combination of education and experience (minimum of 3 years fulltime professional) may be considered.
- Ability to maintain a good working relationship with other employees, supervisors and the public.
- Possess a general knowledge of computers and other basic office equipment to complete data processing and communication.
- Experience with the software/platforms of Microsoft Word, Excel, Outlook, InDesign, ActiveNet, Canva, WordPress and Occasion is preferred.
- Ability to manage multiple tasks simultaneously.
- Excellent customer service, flexibility, and written and verbal communication skills.
- 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. 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 with lifting and or carrying items weighing up to 25 pounds. The mental and physical requirements described here are representative of those that must be met by an individual to successfully perform the essential functions of this position.

## **WORKING ENVIRONMENT**

Most often, work is performed in a standard office environment. The noise level in the work environment is usually moderate. The work environment characteristics described here are representative of those an individual encounters while performing the essential functions of this position. Community events are held indoors and outdoors. May be exposed to all weather conditions including rain, wind, snow or extreme temperatures.

## **SPHERE OF DUTIES**

### Communications

- Execute social media strategy, ensuring all outreach is timely, relevant and consistent with branding of the West Fargo Park District.
- Point of contact for weather or emergency postponements or cancellations. Assign as needed.
- Development, maintenance and updating of Park District's web site and other related web pages
- Create framework for Park District Web site to include overall design, style and layout.
- Communicate with other Specialist for day to day updating of events, activities, and schedules.
- Coordinate job postings as requested by managers and specialists for all positions.
- Other Communications
- Create and work with managers and specialist on developing, coordinating and distribution of news releases, public service announcements, flyers, schedules, related program information in a timely manner.
- Create informational, program and facility Park District posters/flyers.
- Maintain and update all Park District informational interior and exterior monitors with up to date messages.
- Plan Promotional items and purchase as needed.
- Coordination and execution of Park District seasonal activity guides.
- Responsible for creating/lining up printer/mailing the Park Districts 2 times per year activity guide. Work with other FTE for content etc.
- Establish Budget according to the pricing of the book.
- Sell advertising for activity guides.
- Develops, cultivates and maintains a professional and effective working relationship with groups, individuals, and other recreation professionals within the community.

### Events

- Coordination and execution of multiple Park District community events throughout the year.
- Maintain inventory of event equipment and supplies.
- Solicit in-kind donations and sponsorships from local businesses for events.
- Budgets, analyzes, and prepares wrap-up reports.
- Supervises and directs staff and volunteers during events.

### West Fargo Parks and Recreation Foundation

- Provide assistance to the Foundation Executive Director and Board of Directors as directed.
- Provide assistance and support for Foundation special events and programs.
- Coordination and implementation of marketing materials.
- Web page development, maintenance and updates.
- Order name tags and develop promotional materials for the Foundation.
- Order and maintain a supply of stationary cards, thank you notes and correspondence materials.
- Prepare and distribute Foundation news releases as directed by Executive Director.