JOB DESCRIPTION: Community Outreach and Marketing Coordinator

EXEMPT:                      No
COMPENSATION CLASS:          N/A
DEPARTMENT:                  Parks and Recreation
REPORTS TO:                  Superintendent of Recreation

SUMMARY:
Responsible for the planning, management, implementation, and evaluation of community outreach recreation programs. Ability to work independently and under the general direction of the Superintendent of Recreation. Incumbent performs duties with a minimum amount of supervision. Incumbent must exhibit professionalism while performing daily activities. Work is reviewed by supervisor for achievement of desired results and adherence to policies and procedures.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. Other duties may be assigned.

- Promotes and maintains positive community relations with the general public
- Coordinates marketing efforts for Parks and Recreation programs
- Plans, leads, and evaluates community outreach recreational programs and special events including but not limited to seniors, outdoor recreation and youth programs
- Plans, coordinates, and evaluates the Lincolnwood Social Club (senior program for participants 55 years of age and better)
- Secures sponsorships for the department including but not limited to Turkey Trot, Social Club and special events
- Have a thorough understanding of the department’s policies and operations and ability to communicate them to staff and volunteers
- Conduct seasonal participant evaluations of programs and services and compile summary reports for each program
- Assists with evening and weekend programs as required
- Provides information for seasonal program guides and promotional materials
- Complies with all Village Policies, Protocols, and Procedures
- Performs other duties as assigned
SUPERVISORY RESPONSIBILITIES:
Supervises seasonal employees associated with programs.

QUALIFICATION REQUIREMENTS:
To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

EDUCATION / EXPERIENCE:
This position requires a bachelor’s degree in leisure services or a related field and one to three years of related recreation experience. CPR, AED, and First Aid Certifications required within six months of employment.

COMPUTER SKILLS:
Proficient with Microsoft Office Suite, Microsoft Windows, Publisher, Laserfiche, RecTrac, and E-Gov.

LANGUAGE SKILLS:
Ability to read and comprehend instructions, correspondence, and memos. Ability to compose and prepare reports and the ability to communicate effectively, both orally and in writing.

MATHEMATICAL SKILLS:
Ability to add, subtract, multiply, and divide numbers. Ability to perform these operations using units of American money, weight measurement, volume, and distance.

REASONING ABILITIES:
Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

OTHER SKILLS & ABILITIES:
- Certified Park and Recreation Professional Certification preferred, or any equivalent combination of education, experience, and training
- Strong knowledge of the principles, practices, and objectives of parks and recreation administration and recreation programming
- Capacity to troubleshoot, problem solve, and use good judgment
- A valid Illinois Class “D” Driver’s License is required for this position
- Ability to deal with the public tactfully and courteously
- Ability to maintain positive and effective working relationships with other supervisors and subordinate employees

PHYSICAL DEMANDS:
The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is required to use hands to finger, handle or feel objects, tools, or controls. The employee is often required to walk, sit, stand, reach with hand and arms, talk, and hear. The employee must occasionally lift and/or move up to 50 pounds.

WORK ENVIRONMENT:
The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is usually moderate. Occasional exposure to natural and seasonal weather conditions while supervising employees or attending job related activities.

SAFETY:
All employees are expected, as a condition of employment, to adopt the concept that the safe way to perform a task is the most efficient and the only acceptable way to perform it. Safety adherence of performance will be considered an important measure of employee performance evaluation. As such, the employee must:

- Comply with established safe work rules and the special instructions of the supervisor
- Report all accidents and injuries immediately and cooperate in all accident and injury investigations, supplying supervisors with full and complete information
- Submit recommendations for safety and efficiency, as well as report defective equipment and unsafe conditions
- Know their exact duties in case of fire or catastrophe
- Use safety equipment provided for personal use in performing daily work assignments
- Only operate equipment trained and authorized to operate
- Provide public protection from unsafe conditions and hazards resulting from municipal work operations
- Participate in special safety activities, as designated, such as Safety Committees, Job Safety Analysis, special training, etc.