

PROGRAMMING AND MARKETING COORDINATOR

General Statement of Duties

Performs specialized work to plan and market the programs and activities of the parks and recreation department.

Distinguishing Features of the Class

An employee in this class has primary responsibilities for marketing programs and special events and fostering various public/private partnerships with the department and planning & implementing general recreation programs. Independent judgment is exercised within the scope of standard operational procedures. Work requires the application of knowledge involving the research and analysis of concepts or policies and development of recommendations and resolution of technical and complex problems. This employee must exercise extreme tact, courtesy and professionalism in the daily contact with others. Work is performed under the regular supervision of the Recreation Supervisor and is checked by observation and by reports.

Illustrative Examples of Work

Designs, writes, and produces press releases, local ads, fliers, posters, and leisure guide to market programs and events; conducts radio and television interviews; produces leisure guide three times/year.

Plans and organizes seasonal programs & summer camp, registers participants & communicates with parents

Coordinates with Independent Contractors to work as Program instructors. Sends out contracts for Independent Contractors

Creates Program schedule and coordinates staffing for evening and weekend programs with the Athletic Coordinator and Adaptive and Inclusion Coordinator

Assists in creating and maintaining content for department website.

Represents the department at expos, trade shows and events.

Prepares community surveys; creates and distributes reports based on event and program evaluations.

Assists with events and programs as needed.

Serves on various committees and organizations; makes presentations; encourages community and corporate partnerships; secures funding for special events.

Answers phone; makes reservations; registers participants; receives revenues and prepares deposits; orders office supplies.

Serves as the Public Information Officer for the Parks & Recreation Department.

Performs related duties as required.

Knowledge, Skills, and Abilities

Work requires some knowledge of graphic design, video and photo editing.

Work requires general knowledge of program organization and implementation.

Employee must have the skill to use a computer and various software applications.

Employee must have the ability to design creative marketing materials.

Employee must have the ability to establish and maintain effective communication and working relationships with local officials, the general public, media personnel, and public/private sponsors.

Employee must have the ability to prepare reports.

Employee must have the ability to organize work, establish priorities, meet established deadlines, and follow up on assignments with a minimum of direction.

Physical Requirements

Must be able to physically perform the basic life operational support functions of climbing, balancing, stooping, kneeling, crouching, crawling, reaching, walking, pushing, pulling, fingering, grasping, feeling, talking and hearing, and repetitive motions.

Must be able to perform light work exerting up to 20 pounds of force occasionally and/or up to 10 pounds of force frequently, and/or a negligible amount of force constantly to move objects.

Must possess the visual acuity to prepare and analyze data and figures, operate a computer terminal, and read extensively.

The worker is subject to both inside and outside environmental conditions and to extreme cold and heat.

Desirable Education and Experience

Bachelor's degree in business or marketing and some experience in marketing, community/public relations, and media relations; or equivalent combination of education and experience.

Special Requirements

North Carolina class C driver license

Fair Labor Standards Act (FLSA) Status

Non-Exempt

2022