

# **CONEJO RECREATION & PARK DISTRICT**

## **Job Title: Marketing & Communications Supervisor**

**Division:** Recreation & Community Services

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### **Summary:**

Under direction, plans, organizes and provides comprehensive and technical professional staff assistance related to registration, marketing, publicity and community outreach efforts for the District; and performs other related duties as assigned.

### **Essential Duties and Responsibilities:**

The duties listed below are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to this class.

- Plans, schedules, assigns, supervises and participates in the District's marketing and communications activities; interprets and communicates District policies to staff and ensures compliance with applicable federal, state and District safety regulations; interviews and participates in selecting new staff; establishes performance requirements; regularly monitors, evaluates and addresses performance.
- Contributes to the development of and monitors performance against the annual department budget; approves purchases and other expenditures in accordance with District policies and procedures.
- Independently performs a wide range of administrative and/or analytical tasks related to the planning and processing of web and social media information on programs and services, administration and maintenance of content updates, changes and security of the District's website; assists in managing division and community center websites related to marketing and public communication.
- Manages all aspects of the registration process, assists in the administration and maintenance of web-based registration software including creating new user accounts; updates software, trains new users and supports public and District staff with registration portal, and makes recommendations to software providers for updates.
- Oversees content creation, design, production and distribution of Recreation Division Program Guides, including posting material to web and social media sites; prepares related material.
- Provides direct customer service to the community through email correspondence, telephone inquiries, and social media messaging system; fields comments and concerns from the public regarding events and facilities, forwards comments to responsible division or units, and provides community members with timely responses.
- Serves as liaison with community and partner organizations regarding sponsorships and advertising opportunities; solicits participation through networking and outreach efforts.
- Supports staff in developing news releases, special event flyers/brochures, community announcements, project-based communications, or other advertising requests to the public; assists staff with verbiage, content layout, esthetics of published material, and printing or posting of communications.

- Develops and disseminates information to promote District-sponsored events, activities, facilities, and other special projects to current and prospective participants.
- Compiles and reviews data, verifies accuracy, analyzes data, maintains records and prepares reports on activities and participation in programs and events according to District standards.
- Manages the development and implementation of public relation and social media strategies and campaigns.
- Supervises and delegates tasks to direct report; conducts periodic meetings with production team, project managers and other staff; communicates deadlines to all impacted parties; maintains and adheres to budget; establishes annual budget for department.

### **Other Duties and Responsibilities:**

- Maintains and orders supplies, registration materials, and equipment in assigned area.
- May be required to drive District or personal vehicle.
- Participates during disasters or when emergency response is needed.
- Exempt employees may be required to work nights and weekends.
- Performs other related duties as assigned.

### **Qualifications:**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. Any combination of experience and training that would likely provide the required knowledge, skill and/or ability listed below is qualifying.

#### **Education/Experience:**

A typical way to obtain the knowledge and abilities would be: graduation from a four-year college or university with a bachelor's degree with emphasis in communications, marketing or public relations; and four years of experience in marketing or public relations; or an equivalent combination of education and experience. Microsoft Office, desktop publishing, web design experience preferred.

#### **Language Ability:**

Ability to read, analyze and interpret documents in area of expertise, technical procedures or government regulations. Ability to write reports, correspondence and procedure manuals. Ability to communicate effectively in both written and oral form. Ability to present information and respond to questions. Ability to speak, read, and write in Spanish is desirable.

#### **Math Ability:**

Ability to calculate figures and amounts such as discounts, proportions and percentages. Ability to apply basic concepts of bookkeeping to track revenues.

**Reasoning Ability:**

Ability to solve practical problems and deal with a variety of concrete variables in standardized situations.

Ability to interpret a variety of instructions furnished in written or oral form.

**Certificates and Licenses:**

- First Aid & CPR/AED within 90 days of employment and ability to maintain certifications thereafter as a condition of employment.
- All full-time candidates require satisfactory completion of a pre-employment functional capacity examination.
- Valid California driver's license with a good driving record and current automobile insurance
- Department of Justice fingerprint clearance.
- Proof of negative TB skin test.

**Other Required Skills:**

Principles and practices of effective customer service. Ability to establish effective relationships with fellow employees, volunteers, and internal and external customers. Proficiency in web, video and photo editing and associated software. Knowledge of web and graphic design principles and practices including computer and publishing software, and vector graphic software. Knowledge of communication and marketing industry practices and applications.

**Supervisory Responsibilities:**

Supervises staff within the Marketing and Communications unit.

**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 qualified individuals with disabilities to perform the essential functions.

Employees work under typical office conditions subject to typical office noise. The employee may work in outdoor weather conditions exposed to extreme heat or cold; and where the noise level may be loud. The employee may work nights and weekends.

**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 qualified individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to sit; use hands to finger, handle or feel; reach with hands and arms; and talk or hear. The employee is

occasionally required to stand; walk; reach with hands and arms; climb or balance; stoop, kneel, crouch or crawl; lift, push, or pull up to 25 pounds and occasionally up to 50 pounds. Vision requirements include close and color vision.

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*Pursuant to California Government Code Section 3100, all public employees are required to serve as disaster service workers subject to such disaster service activities as may be assigned them by their supervisors or by law.*