



POSITION DESCRIPTION BENCHMARK

Position Title: Chief of Marketing Services **Dept.** 1425

Supervisor: Executive Director

Job Content:

1. **Position Summary:**
(Overall purpose of this position)

Directs all marketing, advertising and public relations activities, educating the community and promoting the Park District. Responsible for planning, implementing, and overseeing all marketing and advertising campaigns.

2. **Essential duties and responsibilities which must be performed in order to carry out the position purpose summarized above:**
(The following description is a general representation of the key duties and responsibilities of this position. Other duties may be assigned, as required.)
 - A. Coordinates the development and implementation of the marketing strategy for the Park District.
 - B. Directs and manages marketing team: selects, trains, evaluates, motivates and assures department standards are met.
 - C. Develops and prepares departmental budget; monitors and controls expenses.
 - D. Reviews and assess effectiveness of all publications; assures quality and confirms all production guidelines are followed.
 - E. Manages all electronic and print advertising to assure Lake Metroparks reaches target audience.
 - F. Oversees and manages all desktop publishing communications, assuring consistent formatting of all documents: logo, signage, invitations, newsletters, resolutions, etc.
 - G. Identifies partnerships to support advertising and marketing efforts as needed.
 - H. Works closely with other departments to maintain and update mailing lists.
 - I. Oversees and directs Public Relations and Social Media Manager on all media

relations. Assists in determining content for internal and external publications.

- J. Supports the Executive Director and Park Commissioners with communications to the public. Provides support to the agency's Crisis Communication Plan including strategizing responses, preparing remarks, and coordinating media contact.
- K. Oversees and directs the Sponsorship Manager in identifying and developing various fund-raising opportunities, corporate-related special events.
- L. Assists the Sponsorship Manager in determining advertising requirements and obtaining sponsorships.
- M. Oversees the development of "image" communications (speaker's bureau, diversity initiatives, and brand advertising).
- N. Works closely with Webmaster to assure website is up to date.
- O. Continually reviews community outreach efforts and identifies opportunities for expansion.
- P. All other duties as assigned by management.

Qualifications:

- 3A. Specific knowledge, training or skills required to perform the duties of this position. Specific concepts, courses, training programs or required certifications:
(To perform this position successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skills and abilities required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.)
 - Bachelor's degree in business, marketing, communications, or related field strongly preferred. 5+ years of proven experience in a marketing manager or business development role.
 - Demonstrated understanding of marketing, communications, public relations, branding, graphic design, and sales.
 - Excellent analytical and leadership skills.
 - Exceptional knowledge of marketing techniques and platforms.
 - Demonstrated creativity and versatility and entrepreneurial spirit.
 - In-depth supervisory, team member skills.

- Demonstrated emotional intelligence: proven track record of establishing and maintaining critical relationships internally and externally. Demonstrated trust, integrity and credibility.
- Comfortable speaking in front of small and large groups, answering media questions, and participating in live interviews.
- Demonstrated ability to utilize progressive selling techniques.
- In-depth written and oral communication skills

3B. Essential Physical Demands and Working Environment:

(The physical demands and work environment described below are representative of those that must be met by an employee to successfully perform the essential functions of this position. 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 regularly required to stand, walk, talk and hear. The employee frequently is required to use hands to finger, handle or feel and is required to reach with hands and arms. The employee is required to sit and work at a computer for prolonged periods of time. The employee must regularly lift and/or move up to 10 pounds and may occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus.

3C. Previous experience that is *necessary* background to qualify for this position:

- Experienced level of broad marketing and communication management experience required.