



**Job Description: PRCA SUPERVISOR
(MARKETING & COMMUNICATION)**
Department: Parks, Recreation and Cultural Arts

Employment Status: Full-Time
Reports To: PRCA Director

FLSA Status: Exempt
Approved: 1/14/2022

GENERAL STATEMENT OF DUTIES:

The Marketing and Communication Supervisor is responsible for planning and implementation of Parks, Recreation and Cultural Arts internal and external marketing, communication and public relations strategy. This position will be responsible for advancing the organizations brand, increasing community engagement and developing marketing campaigns and initiatives for all of the Parks, Recreation and Cultural Arts product lines. The Supervisor will be responsible for managing e-newsletters, e-marketing, press releases, media relations, website management, content development, all social platforms and associated analytics with all electronic platforms. The Supervisor position will be responsible for managing the Parks, Recreation and Cultural Arts printed Activities Guide. The Supervisor will work in tandem with all Division Heads to coordinate various marketing & communication plans & strategies. The Supervisor will be overseeing a regular part-time communication coordinator and a regular part-time marketing analytics/print coordinator.

DISTINGUISHING FEATURES OF THE POSITION:

This is a professional position, which requires advanced written and communication skills as well as specialized knowledge related to public sector leisure services. The Marketing & Communication Supervisor must have excellent administrative and organizational skills, be action-oriented, and have the ability to manage multiple projects efficiently. This position will require the ability to review website content and design; review and interpret various social platform analytics; and provide strategic marketing outcomes for all Parks, Recreation and Cultural Arts programs and services. This position must possess some working knowledge of GIS and the direct application for marketing and forecasting purposes. Must have experience with website design and management.

EXAMPLES OF DUTIES:

Marketing and Communication

- Implement and measure the Departments annual and long-term strategic marketing and communication plan
- Work closely with each PRCA Division to develop marketing plans for new and established programs and events, prioritizing revenue generating programs and services;
- Manage the creative and administrative functions of the PRCA website and social platforms to ensure all communication and images are updated and relevant;
- Create materials that reflect and advance the PRCA brand for both internal and external distribution;
- Manage and coordinate the content and publication of print and electronic newsletters, department activities guide, annual reports and other miscellanies materials needed on a monthly and/or yearly basis;
- Develop and manage internal marketing and communication guidelines for staff to follow when creating all promotion, marketing and communication plans;
- Expand the use of the City's GIS program and incorporate the various city and departments data portals to assist with improved target marketing, customer retention and outreach for the department programs and services;
- Work closely with the City's Communication Information Manager to ensure PRCA newsworthy information is included and highlighted in all citywide publications and newsletters;
- Interfaces, on a regular basis, with the City's Information Systems Department to manage the design process for all internal and external print, and/or electronic materials.

