



Position Summary: This position assists with day-to-day marketing and graphic design projects for the main district and for Salt Creek Golf Club through the creation of marketing materials, including but not limited to, print and digital artwork, web, social media, internal and external digital signage. This position will report to the Manager of Marketing & Public Relations.

Essential Job Functions

Public Relations

- Work with the Marketing & Public Relations Manager to create innovative marketing strategies to build customer base and grow revenue in the respective territory or market.
- Engage the public through promotional advertising activities under the supervision of the Marketing & Public Relations Manager.
- Maintain internal and external electronic displays featuring Park District and Salt Creek Golf Club promotions.
- Assist, coordinate, and/or create publications, flyers, and posters for internal and external distribution.
- Create, coordinate, maintain content for all social media outlets for the main district, The Beach Waterpark and Salt Creek Golf Club.
- Oversee the Wood Dale Park District & Salt Creek Golf Club events are placed on affiliate online event listing sites.
- Assist in the development of advertising campaigns.
- Maintain tracking results on all social media platforms.
- Update website as required and continually proof content for accuracy.
- Photograph and edit photos/videos of Park District events, activities and facilities.
- Attend occasional evening and weekend events and programs to assist event staff or to conduct photography of the event.
- Design and send electronic newsletters.
- Survey and maintain customer groups to improve relations and services.
- Supervise continuity of main park district and Salt Creek Golf Club, co-branding (i.e., logos)
- Maintain library of agency graphic images and photographs for easy retrieval
- Knowledge and ability to develop and maintain tracking results on all social media platforms. Take and edit photos/videos of Park District events, activities and facilities.
- Support award and recognition within the park district and golf course through the creation and assisted management of promotional articles, awards and public announcements.
- Coordinate external printing and ordering of print materials from print suppliers (i.e., business cards, stationary, name tags, etc.).
- Cut, laminate and spray mount large scale artwork for presentation purposes.
- Develop professional relationships.

Marginal Job Functions

- Manages special projects at the request of the Marketing & Public Relations Manager

Required:

- High School Graduate (GED) or equivalent
- Associate's Degree or the equivalent of a minimum of 2 years of equivalent experience in Graphic Design, Communications, Marketing, or a related field.
- Knowledge and experience in all design programs that comprise the Adobe Creative Suite as well as knowledge of Microsoft Office software is required.
- Knowledge of social media platforms and internet browsers.
- Experience in marketing, sales, or direct customer service.
- Knowledge of photography and photo color correction.
- Ability to use basic office equipment including computer, telephone, fax, printer etc.



- CPR/AED/ first aid is required within first three months of hire.
- Maintains working knowledge of all computer system applications.

Physical Considerations

Frequently- Sitting, walking, standing, typing.

Occasionally- Climbing, balancing, stooping, kneeling, crawling.

Strength- Work requires handling average weight (up to 50 lbs.) materials or equipment. Other requirements may include talking, hearing, and seeing to perform the following necessary duties: Operate assigned office equipment including, but not limited to typewriters, computers, printers, copiers, and telephones.

Environmental Considerations

Normal office conditions for majority of work; may include occasional light and temperature variations.

Prolonged hours seated at a desk.

May include prolonged hours of computer use.

Cognitive Considerations

Ability to respond to questions, complaints, and concerns from the public and from employees in a professional manner and with good judgment.

Ability to present ideas and recommendations in a concise verbal and written manner.

Ability to understand and carry out verbal and/or written instructions efficiently and effectively to complete responsibilities as described.

Please submit a completed employment application along with a cover letter, resume and digital portfolio or attach at least 5 design samples.

Wendy Bondi
Marketing & Public Relations Manager
630.948.0590
wbondi@wdparks.org
111 E. Foster Ave.
Wood Dale, IL 60191

Download employment application:

<http://wdparks.org/pdf/9---employee-job-application.pdf>