

City of Dunedin, Florida
Class Description

JOB TITLE: Recreation Marketing Coordinator
Parks & Recreation Department

GENERAL STATEMENT OF JOB

Under general direction, plans, organizes, schedules, implements and evaluates all marketing activities and efforts for the Parks & Recreation Department including but not limited to, sports leagues, website, print materials, social media, public engagement and branding. Ensures that all City policies, procedures and safety regulations are followed at all times. Performs related professional work as directed. Reports to the Parks & Recreation Administration Superintendent.

SPECIFIC DUTIES AND RESPONSIBILITIES

ESSENTIAL JOB FUNCTIONS

The duties recorded below are representative of the duties of the class and are not intended to cover all the duties performed by incumbent(s) of any particular position.

Coordinates all marketing materials for the Parks & Recreation Department.

Serves as the Parks & Recreation Department liaison with the Communications Department. Provides information on all Department programs, activities and initiatives to ensure effective public outreach and advocacy.

Ensures the public communications for the Parks & Recreation Department are accurate, appropriate, and positively portray the City's brand.

Assists the staff throughout the Parks & Recreation Department with any marketing needs including but not limited to brochures, forms, banners, signage, etc. to ensure a professional look and image for the Department and to maintain consistency and branding.

Performs technical evaluation of our marketing initiatives. Makes recommendations on new initiatives or outreach.

Administers all Parks & Recreation Department webpages and organizes them to optimize user-friendliness, layout, and navigation. Ensures that all content is current and readily accessible. Updates the pages with appropriate photos, graphics, and navigation tools.

Develops and updates the City's online calendars for events and programs. Develops and publishes online interaction tools such as forms, inquiries, or registrations.

Coordinates all social media initiatives with the Communications Department. Assists with responding to any comments, questions, issues posted on these platforms from the public.

Develops the layout and artwork for all print materials including but not limited to the program magazine, flyers, posters, postcards, mailings, etc. utilizing up-to-date design techniques and software.

Works with the Communications Department and/or private contractors to ensure the Department has a robust inventory of photographic and video media for marketing purposes.

Obtains quotes and purchase orders as needed for the purchase of various marketing materials such as the print brochure, signs, postcards, advertising, etc.

Communicates effectively through written and verbal communication.

Compiles data for and prepares required records and reports.

ADDITIONAL JOB FUNCTIONS

Performs routine office work as required, including but not limited to answering the telephone, preparing reports and correspondence, filing documents, conducting and attending meetings, entering computer data, etc.

Use of a variety of computer equipment and software.

Working knowledge of website maintenance, graphics, publishing software, social media account maintenance, etc.

Performs related duties as required.

MINIMUM TRAINING AND EXPERIENCE

Requires a Bachelor's Degree in Communications, Marketing, Parks and Recreation Administration, or related field with four years of verifiable work experience.

An equivalent combination of education, training and experience that provides the required knowledge, skills and abilities may be considered.

SPECIAL REQUIREMENTS

Must possess knowledge of computer operations including Microsoft Office and Recreation software.

Must possess valid Florida driver's license.

This position is Category B for the purposes of Dunedin Emergency Management. The incumbent may be required to be onsite/available as scheduled during times of emergency as declared by the City/County Commission or City Manager.

PERFORMANCE INDICATORS

Knowledge of Work: Has thorough knowledge of the methods, procedures and policies of the City of Dunedin as they pertain to the performance of essential duties of the Recreation Marketing Coordinator. Is knowledgeable in the laws, ordinances, standards and regulations pertaining to the specific duties and responsibilities of the position. Is able to plan detailed and complex programs and initiatives and implement the same. Has knowledge of the principles, theories, practices and methodologies of marketing. Understands specific City and county ordinances as they apply to the duties and responsibilities of the position. Is able to work under moderately stressful conditions related to balancing multiple projects within the constraints of time available, personnel capabilities, financial resources, and political considerations. Is able to react professionally at all times, dealing with sensitive situations with tact and diplomacy. Is able to make sound, educated decisions. Is able to take the initiative to complete the duties of the position without the need of direct supervision. Clearly understands any occupational hazards and adheres to all safety precautions inherent in performing the essential functions of the work.

PERFORMANCE APTITUDES

Data Utilization: Requires the ability to evaluate, audit, deduce, and/or assess data and/or information using established criteria. Includes exercising discretion in determining actual or probable consequences, and in referencing such evaluation to identify and select alternatives. Is able to assemble and analyze information and make written reports and records in a concise, clear and effective manner. Is able to compile, organize and utilize various financial information necessary in the preparation of budgets, and knows how to monitor budgets.

Human Interaction: Requires the ability to function in a supervisory/managerial capacity for a group of workers. Includes the ability to make decisions on procedural and technical levels. Is able to coordinate department activities with other City departments in order to accomplish goals and complete projects. Knows how to apply managerial concepts and principles; has knowledge of administrative principles involved in developing, directing and supervising various programs and related activities. Is able to train, assist, motivate and provide leadership to a diverse group of employees and volunteers. Is able to perform employee evaluations and to make recommendations based on the results. Knows how to maintain effective relationships with personnel of other departments, professionals and members of the public through contact and cooperation.

Equipment, Machinery, Tools and Materials Utilization: Has knowledge of and skill in the user of modern office equipment. Requires the ability to use and operate such equipment such as a computer, copier and scanner.

Verbal Aptitude: Requires the ability to use a variety of reference and descriptive data

and information.

Mathematical Aptitude: Has the mathematical ability to handle required calculations. Requires the ability to perform addition, subtraction, multiplication and division; to calculate decimals and percentages; may require the ability to perform mathematical operations with fractions.

Functional Reasoning: Requires the ability to apply principles of influence systems, such as motivation, incentive, teaching and leadership. Ability to exercise independent judgment to apply facts and principles for developing approaches to and techniques to problem resolution. Is able to read and interpret complex materials pertaining to the responsibilities of the job.

Situational Reasoning: Requires the ability to exercise the judgment, decisiveness and creativity required in situations involving the evaluation of information against sensory, judgmental or subjective criteria, as opposed to that which is clearly measurable or verifiable.

ADA COMPLIANCE

Physical Ability: Tasks involve the ability to exert moderate, though not constant physical effort, typically involving some combination of stooping, kneeling, crouching, and some lifting, carrying, pushing and/or pulling of objects and materials of moderate-heavy weight (12-50 pounds). May require the ability to perform and/or demonstrate various physical skills involved in recreational programming. Office tasks require a small amount of physical effort in sedentary to light work involving moving from one area of the office to another; some positions require sufficient hand/eye coordination to perform semi-skilled repetitive movements, such as data entry, filing and/or the use of office equipment or supplies.

Sensory Requirements: Some tasks require visual and auditory perception and discrimination as well as oral communications ability.

Environmental Factors: Some tasks may require exposure to adverse weather conditions, temperature extremes, wetness/humidity, dust/pollen/smoke, harsh chemicals/cleaning agents, equipment hazards, communicable disease, strong odors.

The City of Dunedin is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the employer will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.



Director of Parks & Recreations

12/19/23

Date