



# North Highlands Recreation and Park District

## NORTH HIGHLANDS RECREATION AND PARK DISTRICT

### RECREATION COORDINATOR – Marketing, Specialty Programs & Facilities \$50,100 to \$60,912 annually

#### **Job Summary:**

Under general supervision, the Recreation Coordinator is responsible for overseeing rental procedures of parks and recreation facilities, and will oversee our marketing efforts, including a seasonal recreation guide, social media platforms and branding standards. This role involves developing and executing marketing strategies to maximize general business and facility usage, coordinating rental logistics, review the work of part-time staff responsible for activities, lead small scale special events and specialty programs, and other duties as assigned.

#### **Key Responsibilities:**

##### **Facility Rentals Coordination:**

- Manage the scheduling and booking of recreation facilities, ensuring optimal use of resources.
- Coordinate with part-time staff to ensure facilities are prepared for rentals, including setup, maintenance, and teardown.
- Review rental applications, contracts, and payments, ensuring compliance with department policies and procedures.
- Address and resolve any issues or conflicts that arise during rentals, maintaining a high standard of customer service.
- Conduct facility tours for potential renters, highlighting features and benefits of the spaces available if Office Assistant is not available.

##### **Marketing and Promotion:**

- Develop and execute comprehensive marketing plans to promote parks and recreation programs, projects, special events, and facilities.
- Coordinate the production of the seasonal recreation guide, including content creation, layout, and distribution.
- Create, curate, and manage content for the department's website, social media channels, email newsletters, and other digital platforms.
- Design marketing materials, including flyers, posters, banners, and other promotional materials that align with branding standards.
- Participate in community events, fairs, and expos to promote department programs and services.

##### **Specialty Programs & Small Scale Events:**

- Design, implement, and evaluate a variety of specialty recreation programs, including but not limited to arts, music, workshops, mini events, and other niche activities.
- Identify community needs and interests through surveys and feedback to develop relevant and engaging programs.
- Schedule and coordinate program activities, securing venues, equipment, and supplies as needed.
- Collaborate with instructors, vendors, and community organizations to deliver high-quality programming.



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## Qualifications:

### Education and Experience:

- Bachelor's degree in Recreation Management, Marketing, Business Administration, or a related field.
- Two years of increasing responsibility in recreation coordination, event planning, or marketing, preferably within a parks and recreation or similar setting.
- Experience with Canva and ActiveNet is highly desirable.

### Skills and Abilities:

- Strong organizational and time management skills, with the ability to handle multiple projects simultaneously.
- Excellent communication and interpersonal skills, with a customer-focused approach.
- Proficiency in using software for scheduling, marketing, and customer relationship.
- Ability to work independently and as part of a team, with a proactive and problem-solving mindset.
- Knowledge of marketing principles and strategies, particularly in the context of public sector services.
- Ability to work flexible hours, including evenings and weekends, as required by event schedules.

### Physical Requirements:

- Ability to lift and carry items up to 25 pounds.
- Ability to stand, walk, and sit for extended periods.
- Ability to work in various environmental conditions, including indoor and outdoor settings.

### Work Environment:

- This position involves both office work and on-site coordination at various recreation facilities.
- The role may require travel between different locations within the city/county.

### Salary & Benefits

- Salary range: \$50,100 to \$60,912 annually.
- Comprehensive benefits package, including District paid health insurance for the employee, 8% District contribution to a 457 Deferred Compensation retirement plan, 14 paid holidays and generous vacation and sick leave.

### Application Process:

Interested candidates should submit a District application, resume, and cover letter by September 27 via email to Rachel Robertson, Recreation Superintendent [rachel@nhrrpd.org](mailto:rachel@nhrrpd.org).

District application: <https://www.nhrpd.org/job-opportunities>