CITY OF WORTHINGTON
POSITION DESCRIPTION

POSITION TITLE:	**MARKETING and OUTREACH SUPERVISOR**	**CLASS: 232**
Department:	Parks & Recreation	Title Originated: 7/2012
Date:	July 2, 2012	Title Revised:
Reports To:	Parks and Recreation Director	Updated:

General Statement of Duties:
Under the direction of the Parks and Recreation Director, the Marketing and Outreach Supervisor is responsible for marketing, community outreach, and special events for the Parks and Recreation Department. This is a supervisory position, which includes administrative work necessary to provide information, publicity, general outreach, and special event coordination. Work is performed independently with general guidance from the Parks and Recreation Director.

Essential Functions of the Position:
Provides leadership on all communication with the goal of capitalizing and managing outreach opportunities to inform/educate the public about the Community Center and the Department;

Plans, conducts and oversees special events as needed;

Interviews, trains, schedules, supervises and evaluates part-time event and contractual staff;

Oversees brochure production in cooperation with the Project Supervisor;

Maintains equipment and facilities used in special events;

Prepares promotional articles, news releases, brochures, newsletters and reports on an as need basis and in a timely manner;

Coordinates and writes marketing messages for City website and other media; cultivates and maintains relationships with media;

Prepares and maintains specific event budgets and orders event supplies and inventory;

Responsible for the set-up and tear-down of recreation equipment for various programs;

Serves as Building Supervisor on Duty at Community Center, as scheduled.

Serves as liaison to local organizations holding special events on the Village Green, parks or at the Community Center.

Operates various pieces of office equipment and files.

Knowledge, Skills and Abilities:

Knowledge and understanding of marketing concepts and principles;

Ability to assess community needs and create and implement appropriate special events;

Ability to supervise part-time and contractual staff;

Ability to maintain effective relationships with staff and the public to promote and maintain high morale and levels of enthusiasm;

Ability to express oneself and communicate to the public and co-workers clearly and accurately;

Ability to work flexible hours including weekends and evenings as necessary;

Ability to lift and carry heavy objects as required.

Minimum Requirements of the Position:

This individual must be a graduate from a college or university with a major in marketing, recreation, sports management or closely related field, or possess the demonstrated ability and experience in leading specific recreation activities.

Possess a valid Ohio Drivers License and attain an Ohio Commercial Driver's License within six months of the date of employment to operate vans and busses of the department when and if necessary.

The characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

This job description does not list all of the duties or functions of the job. The individual in this position may be asked by supervisors to perform other duties. The City has the right to revise this job description at any time.

Adopted by Resolution No. 22-2012; Effective July 2, 2012