CITY OF WORTHINGTON
POSITION DESCRIPTION

POSITION TITLE:	**MARKETING and OUTREACH COORDINATOR**	**CLASS: 231**
Department:	Parks & Recreation	Title Originated: 7/2012
Date:	July 2, 2012	Title Revised:
Reports To:	Marketing and Outreach Supervisor	Updated:

General Statement of Duties:

Under the direction of the Marketing and Outreach Supervisor, the Marketing and Outreach Coordinator is responsible for assisting with the marketing, community outreach, and special events for the Parks and Recreation Department. This position handles permit rentals, facility and parks reservations, and assists with marketing, outreach and special events. Work may be performed independently with general guidance.

Essential Functions of the Position:

Interact with the public and responds to public requests for information, inquiries and resolves problems;

Supports the Marketing and Outreach Supervisor through administrative work, special event planning and support and marketing and outreach;

Manage permit rentals and refund requests;

Establish and maintain relationships with community members and groups, employees and the public.

Communicate effectively with management and staff;

Set-up and tear-down various pieces of equipments as needed for various activities;

Responsible for daily deposits;

Operate various pieces of office equipment and files;

Serves as Building Supervisor on Duty at the Community Center, as scheduled;

Prepare promotional articles, news releases, brochures, newsletters and reports as needed;

Coordinates and writes marketing messages for the City website and other media.

Assists with the supervision of permit and special event staff;

Responsible for processing and managing Village Green sign permits.

Knowledge, Skills and Abilities:

Ability to maintain effective relationships with staff and public to promote positive relations;

Knowledge and Understanding of basic marketing concepts and principles;

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

Ability to complete assigned work accurately and on time;

Familiarity and experience with computer operations and software and the ability to use computer and software systems;

Ability to lift light furniture and/or equipment as necessary;

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

Minimum Requirements for the Position:

Graduation from a senior high school course of study or its equivalent; possess a current certification in CPR and First Aid and be eligible to be bonded.

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