



1685 West Higgins Road
Hoffman Estates, Illinois 60169

heparks.org t (847) 885-7500 f (847) 885-7523



Full-Time EMPLOYMENT OPPORTUNITY

Job Title: Communications & Marketing Manager

Closing Date: May 13, 2022

Hours: Full-Time – 40 hours per week plus additional hours as necessary

Hiring Range: \$55,000-\$60,000 annual salary

Location: Triphahn Center, 1685 W. Higgins Road, Hoffman Estates, IL

Website: www.heparks.org

Duties:

Under the direct supervision of the Superintendent of Communications & Marketing, the Communications & Marketing Manager assists in developing and implementing the district's marketing plans to support and expand all programs, services and facilities. The Communication & Marketing Manager creates and designs the creative content for website, promotional materials, emails, and social media in accordance with brand guidelines.

This individual will (among other duties):

1. Collaborate with staff to produce creative content that is informative, appealing and consistent with brand guidelines to support and expand all programs, services and facilities.
2. Generate and publish social media content within each platform to increase the visibility of the District and engagement of the community.
3. Coordinate regular web updates, including content management, document and image uploads and promotional features.
4. Organize and edit multi-media projects including photography, video production and editing for marketing campaigns at internal and external events.
5. Assist in the production schedule of all district publications and promotional materials.
6. Design content, schedule, analyze performance and maintain subscriber list for email campaigns.
7. Attend various community and District events throughout the year.
8. Maintain District computer, i.e. hardware, software, supplies, organize files, back-up system.
9. Stay up-to-date with the latest marketing/social media best practices and technologies to measure success for campaigns.

Opportunities:

HE Parks is a gold-medal winning, distinguished, and CAPRA accredited agency, with multiple recreation centers, over 70 parks, two full sheets of ice, and two aquatic



1685 West Higgins Road
Hoffman Estates, Illinois 60169

heparks.org t (847) 885-7500 f (847) 885-7523



centers. HE Parks is currently seeking a creative, motivated, dynamic individual to promote, communicate to and engage with community all that the district offers.

Qualifications:

Minimum of 3 years' experience in marketing, public relations or related field. A Bachelor's Degree preferred or level of knowledge and experience equivalent of a Bachelor's Degree. Valid Driver's License is required. Experience in design software, social media platforms & trends, video production and marketing principals.

The Hoffman Estates Park District is an Equal Opportunity Employer. Qualified and interested individuals are encouraged to review the full job description and complete an online application through the jobs page on the District's website: www.heparks.org.

