



## **CLASSIFICATION DESCRIPTION**

**TITLE: Recreation Supervisor Marketing**

**JOB CODE: (14) EXEMPT**

## **GENERAL DESCRIPTION OF DUTIES**

Under executive direction, the purpose of the position is to enhance the Departments vision and goals along with development of a comprehensive communications and marketing strategy across various multimedia channels. This position leads the communications & marketing plans in development of content and dissemination of that content to promote the Departments, programs, events, and facilities use vision and goals and promote the City of Palm Coast as a positive place to live, work, and play. This position services as the Public Information Officer and liaison between the Parks and Recreation Department and the citizens, business community, and media. Position is responsible for drafting and releasing a wide variety of news releases, annual reports, website content, newsletters and informational brochures. Performs related work as directed.

## **SPECIFIC DUTIES AND RESPONSIBILITIES**

The list of essential functions, as outlined herein, is intended to be representative of the tasks performed within this classification. It is not necessarily descriptive of any one position in the class. The omission of an essential function does not preclude management from assigning duties not listed herein if such functions are a logical assignment to the position.

- Plans, organizes and implements communications and marketing goals and objectives; coordinates and integrates all activities toward achievement of established goals and objectives.
- Supervises, directs and evaluates division part-time staff and personnel responsible for developing content in support of the division's goals and objectives.
- Ensures compliance with City social media policy.
- Serves as Public Information Officer for Parks and Recreation Department.
- Creates a wide variety of written materials to ensure the timely release of public information, e.g., newsletters, press releases, reports, brochures, web content.
- Designs, develops and implements a comprehensive consumer satisfaction evaluation program utilizing a variety of methodologies.
- Responds to outside requests for informational materials and resources regarding Department activities and programs.

- Plans, manages and implements a variety of community relations programs and events.
- Ensures all communications are consistent with the City of Palm Coast brand.
- Organizes the production and distribution of news releases/news conferences as necessary.
- Attends various department and City meetings for the dissemination of information; prepares informational materials for the dissemination of information.
- Performs related duties as directed.

### **MINIMUM TRAINING AND EXPERIENCE**

Bachelor's Degree in Leisure Services, Recreation, Communications, or related field; supplemented by five (5) years progressively responsible experience in the development and implementation of public relations programs and activities within a similar organization; or an equivalent combination of education, training, and experience.

### **LICENSES, CERTIFICATIONS OR REGISTRATIONS**

Must possess and maintain a valid Florida Driver's License.

### **KNOWLEDGE, SKILLS AND ABILITIES**

- Ability to understand and follow written and oral instructions.
- Considerable knowledge of modern recreation principles, practices, equipment and facilities.
- Considerable knowledge of the rules, regulations and methods of organizing recreation activities, including supervision of various municipal recreation programs, special events, social activities, community youth activities, and meeting seasonal needs.
- Considerable knowledge of the objective and philosophy of municipal recreation programs and activities.
- Considerable knowledge and experience with personal computers, including using Microsoft Office programs (Word, Excel, PowerPoint and Outlook).
- Knowledge of the Associated Press Stylebook guidelines.
- General knowledge of graphic design using Adobe InDesign, Illustrator and Photoshop
- General knowledge of website updates using WordPress.
- Proficiency in public speaking for radio interviews, public appearances and events in order to promote the Recreation Department.
- Ability to train, lead, and coordinate the activities of seasonal/part-time employees.

- Ability to deal effectively with youth, adults, senior citizens, other employees, and the general public.
- Ability to multi-task
- Resourcefulness in hiring seasonal employees, handling problems and supervision skills.
- Ability to establish and maintain effective working relationships with City personnel, government agencies, the news media, and the general public.
- Ability to work independently to carry out assignments to completion.
- Ability to perform duties with a professional and cooperative work ethic; ability to maintain confidentiality.
- Ability to organize work, establish priorities, meet established deadlines, and follow up on assignments with a minimum of direction.
- Ability to manage a variety of projects in an effective manner.

### **PHYSICAL REQUIREMENTS**

- While performing the essential functions of this job the employee is regularly required to stand, walk, use hands to finger, handle, or feel, reach with hands and arms, climb or balance, stoop, kneel, crouch, or crawl, and lift and/or move up to 25 pounds.

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