



## CLASSIFICATION DESCRIPTION

**TITLE: RECREATION LEADER II                      JOB CODE: 5 (Non-Exempt)**

## **GENERAL DESCRIPTION OF DUTIES**

Employees in this classification perform at entry staff level and are responsible for providing a safe recreational environment for the assigned community programs, youth activities and/or special events provided by the City. Position is distinguished from that of the Recreation Leader I, by the level of independence the employee functions in, and the knowledge acquired through training or work experience. Performs other duties as dictated by the nature of the program.

## **SPECIFIC DUTIES AND RESPONSIBILITIES**

### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

Assists Recreation Coordinator of Marketing with communications and marketing goals and objectives.

- Creates and/or edits a wide variety of written materials to ensure the timely release of public information, e.g., newsletters, press releases, reports, brochures, web content, social media content.
- Designs marketing materials to promote the Department and strengthen its brand, e.g., flyers, posters, social media graphics, post cards, handouts.
- Inputs marketing data and tracks marketing strategies using report, spreadsheet and/or presentation formats.
- Assists with a variety of community relations programs and events as needed.
- Takes pictures/videos of programs and events to promote the Department.
- Ensures all communications are consistent with the City of Palm Coast brand.
- Performs related duties as directed.
- Other duties as assigned.

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

- Ability to understand and follow written and oral instructions.
- Ability to clearly communicate information both verbally and in writing.
- Considerable knowledge of modern recreation principles, practices, equipment and facilities.

- 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.
- Ability to operate a camera and/or video equipment.
- General knowledge of graphic design using Adobe InDesign, Illustrator, Photoshop, and Canva.
- General knowledge of video editing using Adobe Rush, Adobe Premiere, and Canva.
- General knowledge of website and social media updates.
- Ability to establish and maintain effective working relationships with departmental staff, supervisors, and the general public.
- Availability to work flexible hours, including weekends and evenings as required.

### **MINIMUM TRAINING AND EXPERIENCE**

High school diploma or GED; supplemented by one (2) years' experience as a Recreation Leader within a similar recreational or educational environment; or an equivalent combination of education, training, and experience.

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

Must possess or be able to attain and maintain Cardiopulmonary Resuscitation (CPR), First Aid, & AED Certifications

Must possess and maintain a valid Florida Driver's License

### **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.
- While performing the essential functions of this position there is potential for exposure to fumes or airborne particles, toxic or caustic substances, outside weather conditions, excessive noise, and dampness/humidity.

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.