



Position Available

Title: Parks & Recreation – Marketing Coordinator/Information Coordinator
16 hr/week, 4 days per week, UPSEU

Description: The Marketing Coordinator provides administrative and graphic design support for all marketing team initiatives. Part-time M-F; 16 hours a week.

Essential Job Functions:

- Designs marketing materials such as seasonal brochures, program flyers and postcards and operational materials including forms, signs, schedules and calendars.
- Coordinates printing orders with outside vendors as needed.
- Assists with the creation, posting and maintaining all social media sites, including but not limited to Facebook and Instagram.
- Creates e-mail marketing campaigns and surveys through Constant Contact
- Posts online ads, program information, and updates to local websites such as Hamlet Hub
- Provides photography and videography of facilities, programs and events. Oversees department's photo library on a shared network drive
- Researches and makes recommendations to the Membership & Marketing Supervisor based on current marketing/design trends wherever appropriate
- Provides administrative support related to the distribution of information to Recreation Center members, the public, third-party vendors and community partners (schools, library, Town Hall, etc.)
- Works with Parks and Recreation Leadership Team to develop and execute special events designed to promote the organization
- Assists with updates to the department website
- Maintains and keeps current all creative files on a shared network drive
- Adheres to all Parks and Recreation department standards and policies

Other Job Functions:

- Provide administrative support to related departments when needed
- Flexible schedule for occasional evening or weekend events
- Others duties as assigned

Physical Requirements:

- Ability to communicate effectively orally and in writing; as well as give and understand oral and written instructions.
- Ability to sit, stand, squat and lift 25 lbs.

Experience/Qualifications:

- Degree in Graphic Design or 2 years of professional experience in lieu of degree.
- Proficient with the Adobe Creative Cloud programs, such as InDesign, Illustrator and Photoshop as well as the creation of flipbooks and fillable forms.
- Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form
- Ability to facilitate the needs and concerns from multiple parties in a professional manner
- Ability to operate a phone system and personal computer utilizing Microsoft Office applications, and recreation software.

Hourly Range: \$24.48/hr - \$26.94/hr

Job Posting Dates: Until filled

TO APPLY, please send completed Application and Resume to:

TOWN HALL, HUMAN RESOURCES
400 Main Street, Ridgefield, CT 06877 or
personnel@ridgefieldct.gov
Office #203-431-2773/2775