



TOWN OF DANVILLE
COMMUNITY ENGAGEMENT
COORDINATOR
JOB DESCRIPTION

UPDATED AUGUST 2020

JOB TITLE:	Community Engagement Coordinator
DEPARTMENT:	Town of Danville/Parks and Recreation Department
LOCATION:	Danville, IN
REPORTS TO:	Town Manager, Assistant Town Manager & Park Director
SALARY:	\$20-\$25/hr, Nonexempt Status
TYPE OF POSITION:	Part Time
HOURS:	Not to exceed 29 hours per week
OVERTIME:	No

To perform this position successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed in this document are representative of the knowledge, skills, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

DUTIES AND RESPONSIBILITIES

Plan and Promote:

Directs and implements marketing for the Town of Danville and Parks & Recreation facilities, special events, parks, and programs. Responsible for development, implementation, and maintenance of a marketing plan.

Partners with Town Council, Boards, Staff, Managers and Superintendents to conceptualize and plan marketing for departments, facilities, programs, and special events.

Creates and assists with social media messaging, responses to citizens and coordinate other internal and external partnerships as needed, especially when working on community-wide projects.

Manages the creation of marketing content and strategy for the Town of Danville and Parks & Recreation social media channels and website; creates and manages digital marketing efforts for department-wide campaigns, programs, and initiatives. Connects with broader state and national agency events, hashtag holidays and other promotional opportunities to put the Town of Danville on the map nationally.

Assists departments with providing onsite photography and videos to promote programs and special events and coordinates with departments on larger video projects.

Develops and oversees the graphic design and production of informational materials and print and digital media and uses design applications such as Adobe Creative Suite.

Works with the Chamber, Downtown Partnership and other local organizations at times to help promote Danville as a place to live and do business.

Conducts research to determine target audiences for Parks and Recreation programs, events, and services. Includes

developing and implementing on-site and online surveys.

Reviews professional publications and resources to keep abreast of the developments in the marketing field, particularly as it applies to government. Attends professional development meetings, workshops, and seminars. Budget oversight for marketing and advertising efforts including print and digital media, social media, advertising, billboards, brochures, etc.

Manages department website pages through a content management system and works in coordination with each department.

Obtains, prepares and submits cost estimates for inclusion in the annual budget for marketing and promotion of the Parks and Recreation Department.

Assists with Parks and Recreation Department's media relations.

All other duties as assigned by the Town Manager and Park Superintendent.

This position will be subject to the rules, policies, and operating procedures established by the Town of Danville and the Parks and Recreation Board, as they may be amended from time to time.

QUALIFICATIONS

Bachelor's degree in marketing or related field and a minimum of one year of related experience or equivalent combination of Education and experience.

Must have and maintain a verifiable Indiana Driver's License, a demonstrated safe driving record, and must remain insurable through the Town's liability insurance carrier.

Must be able to build flyers, make videos, commercials, picture editing, and info graphs to apply.

Knowledge of government operation and function.

Knowledge of editing software such as adobe creative suite.

Must have basic knowledge of standard English grammar, spelling, punctuation, and ability to understand information from various sources to communicate effectively both orally and in writing.

Must have knowledge of current local, social, political and economic trends.

Ability to utilize computer technology and notice new trends.

Must be able to analyze problems, identify alternative solutions, project consequences of proposed actions and implement recommendations in support of goals

Must have a safe work record with good ethics and dependable attendance record.

WORK ENVIRONMENT

While performing the duties of this job, the employee is regularly required to stand; walk; talk or hear; use hands to finger, handle or feel objects, tools, or controls; climb or balance; stoop, kneel, crouch or crawl; reach with hands and arms. The employee is frequently required to sit. Must be able to frequently lift and/or move up to 25-50 pounds and occasionally lift and/or move, with assistance, more than 80 pounds with the use of personal safety equipment. May be exposed to diverse weather conditions. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

EMPLOYEE ACKNOWLEDGEMENT

I have read and understand this job description and its relationship to the position I occupy. This job description is not an employment contract, nor is it intended to describe all duties someone in this position may be required to perform.

Signature

Date

Printed Name

Approved By (To Be Signed by All Park Board Members):

Date Hired :