

**Community Relations Manager
Bismarck Parks and Recreation District**

As the Community Relations Manager for the Bismarck Parks and Recreation District (BPRD), you will work with a team in the administration of BPRD by developing and maintaining positive relationships with employees, volunteers and the community. You will perform duties relative to marketing and community relations, including research and writing, develop and coordinate the community relations functions of BPRD such as public information communication, media relations, marketing and customer service, and you will assist with revenue enhancement, including facility and special event sponsorships, endowment contributions, and capital campaigns.

In order to qualify, you must have a bachelor's degree in a field related to the job description, three years' experience in communications, public relations, marketing or related area, exemplary written, oral and listening communication skills, proficiency in Microsoft Office Products (Word, Excel, and Outlook), and knowledge of databases and Google/social media applications. Experience with customer interaction, in person and over the phone, a valid driver's license and the ability to lift a minimum of 30 pounds alone or heavier lifting with other employees are also required. You must also be able to pass a background check and drug/alcohol screening.

Preferred qualifications include additional education, years of experience or certifications related to the job description, experience in media relations, fundraising, policy development, research techniques and strategies, strategic planning, presentation skills, and/or working for a policy making governing board.

Starting bi-weekly salary range is \$2,475 - \$3,000 and will include the standard full-time employee benefits of the Bismarck Parks and Recreation District.

Cover letter, Park District application, and resume must be received by 5:00 pm on February 12, 2021 or until the position is filled. Please submit information to Bismarck Parks and Recreation District, ATTN: Human Resources, 400 East Front Avenue, Bismarck, ND 58504.

The job description and application can be viewed and obtained at the Park District office or at www.bisparks.org.

EOE



JOB DESCRIPTION

JOB INFORMATION

Title:	Community Relations Manager
Classification:	Supervisory II/Exempt
Salary Range:	Salary adjustments are determined on an annual basis by the Board of Park Commissioners
Benefits:	Standard Benefits of the District are provided
Supervisor (s):	Executive Director of Parks and Recreation

JOB SUMMARY

Work as a team with the Executive Director, Operations Director, Facilities and Programs Director, Finance Director and Administrative Services Manager in the administration of the Bismarck Parks and Recreation District (BPRD).

Perform duties relative to marketing and community relations, as assigned, including research, development and writing on general and specific topics related to the on-going operations and management of a municipal parks and recreation district. Develop and coordinate the community relations functions of BPRD, including public information communication, media relations, marketing and customer service. Assist with revenue enhancement, including facility and special event sponsorships, endowment contributions, and capital campaigns.

JOB DUTIES AND TASKS

The following statements are intended to describe the general nature and level of work to be performed by the individual within this classification. They are not to be considered an exhaustive or all-inclusive listing of the position's duties and tasks, as they may change or be adjusted, as situations require.

**** ESSENTIAL FUNCTIONS***

*** Community Relations**

Oversee planning, implementation and evaluation of all community relations activities that support BPRD's vision and mission.

Oversee development and production of all BPRD messages and advertising, including print, electronic and social media messages.

Serve as a liaison between BPRD and media representatives for the purpose of conveying information and promoting events. Coordinate and execute press conferences. Arrange for photography and/or press coverage for special events.

Prepare a wide variety of documents and written or electronic materials.

Monitor the general email account for BPRD.

Assist in organizing public input opportunities, community outreach programs, special events, meetings, etc.

Assist with public policy development at the local, state and national levels.

Write and produce award nominations, articles for publications, presentations, and other materials.

***Revenue Enhancement**

Assist with tasks associated with capital campaigns; research, cultivate, and nurture potential donors; and follow all guidelines set forth for revenue enhancement.

Research potential sources of grants and public/private funding. Assist with grant applications as needed.

*** Supervision**

Supervisory responsibilities include the overall supervision of two full-time Customer Service Representatives and one full-time Marketing Specialist.

*** Other Essential Duties**

Serve on BPRD Executive Team.

Lead and/or co-lead the re-accreditation process for BPRD.

Manage sensitive/confidential information in compliance with BPRD protocols and policies.

Follow all BPRD ordinances, policies and procedures, including, but not limited to, the Human Resource Policy and Procedure Handbook, Accounting Manual and risk management program as well as applicable federal and state laws.

Purchase only through the purchase order/One Card system and only after receiving permission from a supervisor.

Other Duties:

Work on BPRD special assignments as presented, local, state, or national tournaments, special projects, partner requests, Board requests, miscellaneous special projects, conferences and/or community events.

Other duties as assigned.

JOB SPECIFICATIONS

Position requires a bachelor’s degree in a field related to the job description, three years’ experience in communications, public relations, marketing or related area, exemplary written, oral and listening communication skills, proficiency in Microsoft Office Products (Word, Excel, and Outlook), and knowledge of databases and Google/social media applications. Experience with customer interaction, in person and over the phone, a valid driver’s license, and the ability to lift a minimum of 30 pounds alone or heavier lifting with other employees are also required.

Preferred qualifications include additional education, years of experience or certifications related to the job description, experience in media relations, fundraising, policy development, research techniques and strategies, strategic planning, presentation skills, and/or working for a policy making governing board.

Knowledge of public relations principals, sponsorship/special event marketing, media relations, oral and written communications, fundraising techniques, capital campaigns, endowment funds, sales strategy and implementation, community leaders and culture. Knowledge of the parks and recreation field.

Strong interpersonal, presentation, and oral, written and listening communication skills, strong customer service skills, as well as collaboration, negotiation, and supervisory skills.

Effectively manage multiple tasks, set and attain goals, lead and direct the work of others, create opportunities, and represent BPRD in a favorable light in the community.

Ability to lift 30 pounds alone or heavier lifting with other employees and to sit for extended periods of time.

WORKING CONDITIONS

Office location is in the District Administrative Office with approximately 15 employees on site. Ability to sit for extended periods of time. Must be able to work in a constantly changing environment with frequent interruptions.

Position duties may require evening and weekend work

Public contact is extensive and vital to the success of this position

Revised: January 2021

Employee Signature

Date

Supervisor’s Signature

Date