

**Marketing Specialist**  
**Bismarck Parks and Recreation District**

As the Marketing Specialist for Bismarck Parks and Recreation District, you will be showcasing the diverse offerings of the park district to all audiences through creative design and content development. You will play a key role in managing the park district's website and social media platforms, along with designing all print and electronic media and taking photos/videos for promotional purposes. You will interact extensively with internal and external customers in a fast-paced and fun work environment.

To thrive in this position, you must demonstrate superior communication skills, including graphic design; be proficient with computers; have exceptional organizational, problem-solving, critical-thinking, and time-management skills; have the ability to multi-task and prioritize work; and be able to pass a background check and drug/alcohol screening.

If you meet these requirements, we will be screening application materials for these minimum qualifications: A Bachelor's degree in a field related to the job description with a minimum of one year full-time work experience or two years' part-time experience related to the position. Experience with Adobe Creative Cloud (Photoshop, InDesign, Illustrator), WordPress, social media platforms (Facebook, Twitter, Instagram, YouTube, LinkedIn), Microsoft Office (Word, Excel, Outlook, PowerPoint), a valid driver's license, and the ability to lift 30 pounds alone or heavier lifting with other employees are also required. A combination of education and experience that provides the required knowledge, skills, and abilities may also be considered.

Preferred qualifications include additional education and/or experience related to the job description, experience with Adobe Premier Pro and Office 365, a valid Part 107 FAA issued drone pilot license, and/or additional job-related certifications.

Starting bi-weekly salary range is \$1,827 - \$1,961 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 submitted to Bismarck Parks and Recreation District, ATTN: Human Resources, 400 East Front Avenue, Bismarck, ND 58504 or emailed to [jobs@bisparks.org](mailto:jobs@bisparks.org) by 5:00 p.m. CT on June 1, 2022, or until the position is filled.

The job description and application can be viewed and obtained at the Park District office or at [www.bisparks.org](http://www.bisparks.org).

EOE



## JOB DESCRIPTION

### JOB INFORMATION

<b>Title:</b>	Marketing Specialist
<b>Classification:</b>	Supervisory I/Exempt
<b>Salary Range:</b>	Salary range and adjustments are determined on an annual basis by the Board of Park Commissioners
<b>Benefits:</b>	Standard benefits of the District are provided.
<b>Supervisor(s):</b>	Community Relations Manager

### JOB SUMMARY

The Marketing Specialist is responsible to perform communications duties in a municipal parks and recreation system. Responsibilities include establishing relationships with print agencies, user groups, and corporate agents for the marketing of the Bismarck Parks and Recreation District (BPRD) and other partner organizations; communicating BPRD programs, facilities, special events, and projects to the external public through the website, social media, and electronic message board; and laying out and designing publications, ads, newsletters, brochures, and flyers. Additional responsibilities include developing and monitoring webpages and social media platforms and taking photos/videos for use in marketing messages and staff training. The position works with the Community Relations Manager to develop and implement marketing plans for the BPRD and provides communications assistance to the Executive Director and staff of the BPRD.

### 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*

##### **\* Layout and Design/Brochures**

Write, edit copy, and design BPRD brochures, advertisements, flyers, newsletters, business cards, and special publications for internal and external audiences.

Lay out, design, and package BPRD publications and promotional materials, including Activity Guides, special publications, signs, capital campaign materials, facility flyers, donor recognition, special event materials, ads, etc.

Work closely with print agencies to print publications, brochures, etc.

**\* Website and Social Media**

Manage overall BPRD website content, including working with web hosting vendor.

Manage social media content for BPRD.

Write, produce, design, and edit content for BPRD website and social media platforms.

**\* Special Events /Community Relations/Marketing**

Assist Executive Director and staff with presentations about BPRD programs, facilities, and special projects/events.

Assist Executive Director and staff in special project management, including contests and exhibits.

Work with appropriate staff to develop and implement marketing plans for BPRD parks, programs, facilities, and special events.

**\*Other Essential Duties**

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.

Represent BPRD in a positive manner at all times.

**Other Duties**

Provide assistance to user groups as directed.

Assist with meeting preparations regarding audio visual equipment.

Other duties as assigned.

**JOB SPECIFICATIONS**

Position requires a Bachelor's degree in a field related to the job description with a minimum of one year full-time work experience or two years' part-time experience related to the position. Experience with Adobe Creative Cloud (Photoshop, InDesign, Illustrator), WordPress, social media platforms (Facebook, Twitter, Instagram, YouTube, LinkedIn), Microsoft Office (Word, Excel, Outlook, PowerPoint), a valid driver's license, and the ability to lift 30 pounds alone or

heavier lifting with other employees are also required. A combination of education and experience that provides the required knowledge, skills, and abilities may also be considered.

Preferred qualifications include additional education and/or experience related to the job description, experience with Adobe Premier Pro and Office 365, a valid Part 107 FAA issued drone pilot license, and/or additional job-related certifications.

Knowledge of general office management and administrative methods; marketing, public relations, and communications concepts and trends; social media, website design, graphic design, and photography/video concepts; grammar, spelling, and punctuation.

Effective organizational and interpersonal communication skills; demonstrated leadership within groups; high level of creativity and resourcefulness. Evidence of superior design skills; excellent skills in Adobe Creative Cloud (InDesign, Photoshop, Illustrator), Microsoft Office (Excel, PowerPoint, Word, Outlook), social media platforms, and WordPress. Additional skills in video production are preferred.

Ability to manage multiple tasks with a variety of groups, staff, vendors, and the public; set and achieve goals through effective decision making; communicate with staff and the public; handle multiple work assignments and meet strict deadlines; research, write, and edit information; and review and interpret social media and website analytics. Ability to lift 30 pounds alone or heavier lifting with other employees.

**WORKING CONDITIONS**

Office location is in the BPRD Administrative Office with approximately 15 other BPRD employees on site.

Office is open from 7:30 a.m. to 5:00 p.m. Monday through Friday. Marketing Specialist's schedule will be 8:00 a.m. to 5:00 p.m. Schedule may vary upon request or approval.

Position may require some evening, weekend, or holiday work.

General public contact is extensive.

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Updated May 2022

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Employee Signature

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Date

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Manager Signature

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Date

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Executive Director Signature

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Date