



HUTCHINSON RECREATION COMMISSION JOB DESCRIPTION: MARKETING MANAGER

Job Title:	Marketing Manager	Supervisory:	No
Reports To:	Executive Director	Pay Grade:	17
FLSA Status:	Exempt	Salary Range:	\$50,000.00-\$70,000.00
Department:	Administration	Location:	Hutch Rec Downtown

Summary:

Responsible for assuring adequate promotions, publicity, and marketing for all programs, events, and initiatives; in addition to implementing the organization's overall look and brand in the community through social media management, website management, graphic design and marketing materials, and other marketing of programs, events, and initiatives.

Essential Functions:

- Manages the organization's social media platforms and presence
- Administers and updates the organization's website
- Manages the organization's email marketing and contact lists
- Attends the organization's events and programs and takes photographs, videos, and covers them through social media
- Designs digital graphics and printed materials
- Completes data entry for customer and registration databases for effective and efficient marketing
- Oversees video and animated graphic production
- Performs research and development of new marketing platforms
- Represents the organization at various community events, fairs, expos, etc.
- Prepares and presents annual marketing plan with budgets to Executive Director

Additional Functions:

- Coordinates freelance photographer schedule for events and programs
- Assists in the production of newsletters (print and digital) in various divisions
- Prepares analytic reports as directed by the Executive Director

To perform this job successfully, an individual must be able to satisfactorily perform each essential function listed above. The requirements listed on the next page are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities perform the responsibilities of this job.

Qualifications:

Comprehensive knowledge of current marketing platforms and trends. Must be proficient in design platforms such as Canva, Adobe InDesign, Illustrator, and Photoshop, as well as with email and website platforms. Demonstrates efficiency in time management, ability to plan ahead, and organize responsibilities on a daily, weekly, monthly, and yearly basis. Shows strong communication, organization, and multitasking skills, as well as the ability to work independently and to work courteously and effectively with division directors/manager and the public. Demonstrates ability to work in collaboration with community partner. Ability to work flexible hours, including evenings and weekends for certain events/programs.

Education/Experience:

Bachelor's degree (B. A.) in Marketing, Communications, or related field, and one to five years related experience and/or training; or equivalent combination of education and experience.

Language Ability:

This position requires strong written and verbal communications skills in order to communicate well at all levels in the organization.

Reasoning Ability:

Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

Mathematical Ability:

Ability to add, subtract, multiply, and divide in all units of measure. This position needs to know the functionality of basic budget accounting.

Computer Skills:

To perform this job successfully, an individual should have knowledge of Word Processing software, Excel, Design and Internet Software, and Web development and maintenance.

Certificates and Licenses:

Maintain a valid Class C Kansas Driver's License. Stay abreast of current developments and trends related to profession through certification in appropriate programs and attendance at local, state, and national professional enhancement workshops and seminars.

Work Environment:

The noise level in the work environment is usually moderate. General office environment.

Physical Demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The employee may frequently lift and/or move up to 50 pounds. While performing the duties of this job, the employee is regularly required to stand; walk; sit; use hands to finger, handle, or feel; reach with hands and arms and talk or hear. The employee is occasionally required to stoop, kneel, crouch, or crawl.

LIMITATIONS AND DISCLAIMER

The above job description is meant to describe the general nature and level of work being performed; it is not intended to be construed as an exhaustive list of all responsibilities, duties and skills required for the position. All job requirements are subject to possible modification to reasonably accommodate individuals with disabilities.

This job description in no way states or implies that these are the only duties to be performed by the employee occupying this position. Employees will be required to follow any other job-related instructions and to perform other job-related duties requested by their supervisor in compliance with Federal and State Laws.

Requirements are representative of minimum levels of knowledge, skills and/or abilities. To perform this job successfully, the employee must possess the abilities or aptitudes to perform each duty proficiently. Continued employment remains on an "at-will" basis.