

# CITY OF MILL CREEK

## POSITION DESCRIPTION

**POSITION TITLE:** Communications, Marketing, & Recreation Program Manager

**JOB CLASSIFICATION:**  
Administrative Coordinator

**DEPARTMENT:** Communications & Marketing


**REPORTS TO:** City Manager

**SALARY GRADE:** 16

**FLSA EXEMPT:** Yes

**REPRESENTATION:** AFSCME

**Approvals:** CM:  date: 5-16-2023

**Approvals:** HR:  date: 4/26/23

### **GENERAL DESCRIPTION:**

Coordinates and plans community outreach, partnerships, and promotional activities to help develop and maintain a positive public perception of the City of Mill Creek and its programs and services. Coordinates activities related to the City's recreation and tourism including planning, implementing and maintenance of year-round programs. Plans and implements marketing, communications and promotional activities.

### **ESSENTIAL JOB FUNCTIONS:**

1. Assists in planning and managing the City's community engagement events and program initiatives to bolster civic pride and community participation in support of City goals and objectives.
2. Act as a liaison to develop and maintain working relationships with other organizations, such as community groups, business associations, nonprofits, and school districts to organize special events and meet long-term community engagement needs.
3. Oversee the City's websites to ensure the information contained on the website is current and accurate. Updates and develop web content for marketing, communications, and recreational initiatives.
4. Research, write and edit a variety of marketing, communication, and recreational materials, such as news releases, news articles, promotional content, web and social media content. Write and edit marketing and communications documents for accuracy, style, punctuation and grammar.
5. Help manage the City's brand, in a positive and constructive manner through the consistent usage of the brand, voice, and tone of the city across all platforms. Design and create of all print and digital marketing.
6. Coordinate and serve as the Liaison to the Youth Advisory Board, the Art and Beautification Board, and the Park and Recreation Board including City's business associations, and other citizen advisory groups and related groups as appropriate and as required.
7. Assist in cross-promotional marketing with local businesses and organizations to foster business development.
8. Promote programs and events including creating and distribution of flyers, brochures, posters, and social media.
9. Identify community engagement opportunities and classes to offer in conjunction with other recreational programming, including identifying instructors and volunteers, and processing related contract and payment documents.
10. Promote and coordinate media relations, including distributing news, managing media lists, and fielding media queries.
11. Identify and facilitate school and community partnership opportunities.
12. Research and coordinate City outreach initiatives and events, including identification of event opportunities, managing logistics, and developing marketing materials. Work with other community event providers to facilitate City involvement.
13. Prepare presentations for City Council and various community groups regarding community volunteer opportunities and community engagement. Attend City Council Meetings. Attend volunteer events and participate in volunteer projects on City's behalf.
14. Organize, facilitate and/or assist City-sponsored community recreational activities and events. Develop plans and service contracts; develop and propose budgets for programs and events. Facilitate City's involvement in privately-sponsored recreational events.

15. Serve as point of contact for all calls regarding activities and events, facility rentals, parks and ActiveNet questions.
16. Coordinate and/or assist with recruiting and securing sponsors for programs and events.
17. Participate in supervision, coordination and implementation of classes and programs including assisting and arranging facilities, timing, and tours. Create and maintain and post reservation schedule for City recreational facilities and annual event calendar. Sports Park coordination, scheduling, and billing. Issue all deposit refunds for rentals. Maintain relationship with user groups of rental spaces.
18. Suggest program improvements and enhancements. Recruit and onboard new recreation instructors.
19. Coordinate community programs and events, including the recruitment, orientation, and scheduling of staff, volunteers, contractors, and community teams for sports leagues, classes, community programs, city events, camps and year-round programs.
20. Maintain appropriate confidentiality of work-related issues, including but not limited to customer, employee and City information and records.
21. Use ActiveNet system for program enrollments, refunds, facility rentals, instructor payouts, promotional email communication and reports. Enter all recreation classes in this program for the public to register for.
22. Assists in the development of the Recreation, Communication & Marketing Budgets.
23. Assists in the marketing, communications, and promotional activities for all print and digital channels.
24. Assist in planning public information strategies for internal/external communication and city policy.
25. Conduct and coordinate assigned projects, studies, surveys, and special events; analyze and interpret data and communicate results.
26. Serve as the City PIO when needed.

This is not designed to be a comprehensive listing of all activities, duties and responsibilities required of the job.

### **QUALIFICATIONS:**

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

#### **Knowledge of:**

- Leadership qualities and instruction skills.
- Methods for community outreach and increasing community engagement.
- Practices of business development from a local government perspective.
- Basic operations, services, and activities of a city outreach program.
- Modern office procedures, methods, and equipment, including computers.
- Computer applications such as MS Office, databases, publishing applications and graphic design.
- Social media and other types of communications tools and alternatives.

#### **Ability to:**

- Maintain regular, predictable, and reliable attendance during scheduled hours.
- Work flexible hours as needed to accommodate program and activity requirements.
- Plan and prioritize in order to meet critical deadlines in a fast-paced work environment.
- Plan and execute professional visual projects such as photoshoots and video projects utilizing the latest technology and products that are available.
- Work within tight deadlines
- Effectively extract and analyze data
- Relate positively to the public, business community and staff in a pleasant and courteous manner.
- Communicate effectively orally and in writing.
- Understand and execute written and verbal instructions.
- Prepare and deliver public presentations.
- Work cooperatively with staff to achieve results, valuing their input and expertise, and acknowledging other team members' concerns and contributions.
- Work independently in an open office team setting.
- Establish and maintain effective working relationships with co-workers, elected officials, other agency's staff, and the general public.

## **MINIMUM REQUIREMENTS:**

- Must have very strong written and oral communications skills as demonstrated by prior experience.
- Must be able to pass a criminal history background check

## **Experience and Education / Training:**

- A four-year degree in public relations, marketing, sociology, recreation, or related field along with two years of experience working in public relations, community development, or a minimum of four years paid experience in a related field, or any equivalent combination of education and experience that provides the applicant with the knowledge, skills, and abilities to perform the job.

## **Licenses/Certifications:**

- Must possess and maintain a valid Washington State driver's license and an insurable driving record. CPR and Basic First Aid certification or the ability to obtain it within three months of hire.

## **Additional Requirements:**

- Must work occasional evenings and weekends as needed.

## **Preferred:**

- Project management experience.
- Event coordination experience.

## **PHYSICAL REQUIREMENTS / WORKING CONDITIONS:**

The City of Mill Creek provides a tobacco-free environment for its employees. Smoking and tobacco use is prohibited in City facilities and vehicles.

Specific physical requirements and typical working conditions for this position are on file in the Human Resources Department.