

POSITION DESCRIPTION

TITLE: Intern – Marketing & Special Event Coordination

CLASSIFICATION: Administration

SALARY RANGE: \$11-12 (25-30 hours/wk)

SUPERVISED BY: Park Director, Marketing Specialist & Special Event Coordinator

FUNCTIONS AND RESPONSIBILITIES

Research and Marketing

- 1) Assist in developing marketing campaigns
- 2) Conduct research and analyze data to identify and define audiences
- 3) Devise and present ideas and strategies
- 4) Plan promotional activities
- 5) Compile and distribute financial and statistical information
- 6) Write and proofread creative copy
- 7) Maintain websites and evaluate data analytics trends
- 8) Update databases and use a customer relationship management (CRM) system
- 9) Coordinate internal market with department/city culture
- 10) Manage campaigns on social media
- 11) Makes budget recommendations and manages budget related to assigned recreational programs or operations
- 12) Assist in organization, management, and analysis of special events
- 13) Create, modify and implement the department market and promotions program
- 14) Solicit outside agencies and organizations to bring tournaments and special events to Willard.
- 15) Assist with establish goals and objectives of the department.
- 16) Responsible for short and medium range planning

Special Events

- 1) Organize and coordinate all aspects of Willard Parks Special events
 - a. Recruit volunteers for special events
 - b. Seek and generate donations and sponsorships
- 2) Secure or reserve required permits, venues, or facilities
- 3) Work with community to coordinate all aspects of event including traffic control
- 4) Secure funding or partnerships with community organizations
- 5) Schedule departmental staff to monitor events as necessary
- 6) Assist with any additional events or duties as needed
- 7) Market special event program opportunities for all ages
- 8) Prepares revenue/expense reports follow completion of market campaigns

MINIMUM REQUIREMENTS

**Any combination of education, training, and experience provide the following knowledge, skills, and abilities*

- 1) Strong interpersonal skills
- 2) Strong oral and written communication skills
- 3) Numeracy and analytical ability
- 4) Creativity and imagination
- 5) Influence and negotiation skills
- 6) Teamwork
- 7) Organizational ability
- 8) General Admin IT skills
- 9) Business and commercial acumen
- 10) Drive and ambition
- 11) Problem solve and conflict resolution
- 12) Ability to manage and organize multiple projects and tasks simultaneously
- 13) Ability to maintain appropriate level of confidentiality for both written and verbal information
- 14) Ability to establish and maintain effective working relationships with employees, community leaders, City officials, and the general public
- 15) High School graduate or equivalent GED
- 16) Attending college/university with degree focus applicable to a Parks & Rec organization.

SPECIAL CONDITIONS

- 1) Must possess and maintain a valid Motor Vehicle Operator's license
- 2) Must be able to pass a background investigation
- 3) Must possess a high degree of integrity, strong work ethic and ability to work with minimal supervision
- 4) Position may require work outside the regularly scheduled program hours