



HUMAN RESOURCES DEPARTMENT

City of Burlington

179 South Winooski Avenue, STE 100, Burlington, VT 05401

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MARKETING AND OUTREACH MANAGER PARKS AND RECREATION

POSTING DATE: February 5, 2015

RATE OF PAY: \$24.6128/hr

EXEMPT/NON-EXEMPT: Exempt

DEADLINE TO APPLY: Open Until Filled

POSITION STATUS: Limited Service Full Time

CLASSIFICATION GRADE: 18

UNION: Non-Union

APPLICATIONS CANNOT BE ACCEPTED AFTER THE DEADLINE DATE

The position will be responsible for developing and executing both a department-wide comprehensive marketing plan as well as targeted marketing projects, unifying and expanding the implementation of the department brand, logo & website, managing department social media, supporting the recreation division in shaping programs, fostering diverse and collaborative outreach partnerships within the city and beyond, and promoting department events and activities in a manner consistent with our mission, vision and values. The position is responsible for researching, creating and implementing advertising programs – including digital, print, and outdoor advertising – in support of BPRW (Burlington Parks, Recreation and Waterfront) programs, as well as for implementing and assisting with other programs and activities as assigned.

Essential Job Functions:

- Develop and implement a comprehensive, annual marketing and public relations plan for BPRW. This plan will guide the organization, establishing tactical marketing and social relations strategies initially focused on the development of: department narrative, graphic representation, cross-division coordination, website, social media, marketing budget, photography procurement, and the integration of related innovative community outreach strategies.
- Act as liaison between BPRW and local/regional organizations: media, corporations, government officials, schools, volunteers, targeted underserved populations, the general public, and regional partners (e.g. WVPD, Local Motion, CCRPC, etc.).
- Oversee the creation and production of all marketing, advertising and promotional materials.
- Develop graphic and verbal content, manage, and maintain the BPRW website.
- Expand the brand: incorporate the BPRW brand & brand themes, integrating the BPRW logo & brand guidelines into web content, seasonal programs, and other collateral materials. Strengthen name recognition by building stronger brand identity and awareness.
- Uphold the brand: develop and maintain graphic standards, quality and design integrity.
- Utilize the latest e-marketing techniques and software to establish connections with online communities. Manage social marketing opportunities (Facebook, Twitter, Instagram, etc.), establishing continuous communication streams and increasing electronic contact lists.
- Create and foster major media sponsorship relationships with top market venues. Create specific advertising campaigns for television, radio and print, including copy writing, production and ad placement.
- Expand the reach of parks and programs and meet diverse communication needs by conducting outreach in immigrant and underserved communities; build trust and participation in BPRW services, knowledge of reservation and registration processes, and partnerships with schools, non-profits, and community groups.
- Identify and support marketing strategies and goals for BPRW programs, events, and initiatives. Assist program coordinators in recognizing and realizing opportunities to increase participation, funding and name recognition.
- Manage the BPRW marketing budget, execute proper city procurement policies, and develop annual budgets as required.
- Seek out and apply for marketing related grants.
- Continue developing the mission, vision and values of the organization utilizing available marketing opportunities to strengthen the role of BPRW in the community and the region.

Qualifications/Basic Job Requirements:

- Bachelor's Degree in Marketing or related field and three years of experience in marketing and/or public relations required; Master Degree and previous experience within the field of Parks and Recreation preferred.
- Proficiency with Adobe Creative Suite (specifically InDesign, Photoshop, Illustrator, PowerPoint, Dreamweaver), Microsoft Office, various web hosting platforms (Word Press, Ektron, etc.), various multi-media platforms (video making/editing). Background with mapping and or GIS also preferred.
- Demonstrated knowledge of public relations.
- Demonstrated knowledge of marketing: television, radio, print and social media.
- Demonstrated skills managing social media.
- Demonstrated strong interpersonal skills; experience working with diverse groups required.
- Demonstrated understanding of print processes and ability to successfully collaborate with print vendors and media vendors.
- Ability to develop and maintain effective working relationships with members of the business community.
- Ability to work independently in the absence of supervision.
- Ability to multi-task and work in a fast paced environment.
- Ability to creatively problem solve required.
- Excellent written and oral skills required.
- Excellent design and graphic skills required.
- Excellent organizational skills required.
- Ability to work in a Windows and Macintosh computer environment required.
- Demonstrated ability to analyze and implement of web and e-marketing products.
- Demonstrated familiarity with Burlington's diverse communities and local organizations.
- Ability to actively support City diversity, equity, and cultural competency efforts within stated job responsibilities and work effectively across diverse cultures and constituencies.
- Demonstrated commitment to diversity, equity and inclusion as evidenced by ongoing trainings and professional development.

- Ability to work evenings, weekends and holidays as required.
- Bi- or multilingualism preferred, particularly French.
- Ability to obtain and maintain a valid driver's license.
- Regular attendance is necessary and is essential to meeting the expectations of the job functions.
- Ability to understand and comply with City standards, safety rules and personnel policies.

To Apply: Submit a cover letter, resume and City of Burlington Application to: Human Resources Department, 179 So. Winooski Ave., Burlington, Vermont 05401. To obtain an application or for more information about the City of Burlington, please see our website: www.burlingtonvt.gov/HR.

The City of Burlington will not tolerate unlawful harassment or discrimination on the basis of political or religious affiliation, race, color, national origin, place of birth, ancestry, age, sex, sexual orientation, gender identity, marital status, veteran status, disability, HIV positive status or genetic information. The City is also committed to providing proper access to services, facilities, and employment opportunities. For accessibility information or alternative formats, please contact Human Resources Department at 865-7145.

WOMEN, MINORITIES AND PERSONS WITH DISABILITIES ARE HIGHLY ENCOURAGED TO APPLY. EOE.