



## JOB POSTING

West Bloomfield Parks is seeking a part-time Marketing Associate to assist in the execution of its strategic marketing plan to promote public awareness of the Commission's park system and various recreational programs offered. Essential duties will include social media execution, newsletter design, sponsor acquisition and event assistance.

### JOB SUMMARY:

- Work with Marketing Manager to set quarterly social media strategy
- Implement all social media campaigns and analyze analytics for effectiveness
- Curate content and lay out the *Senior Happenings* newsletter, sent 3 times annually
- Local business outreach to build sponsorship support for programs/events
- Implement weekly website updates
- Manage print marketing collateral at all parks, facilities and community partner sites
- Edit and proof communications as needed
- Photograph events and programs as needed
- Collaborate with staff on new ideas, directions and tools for marketing and communication
- Supports the Recreation department with programs and events when needed
- Other duties as assigned

For a complete job description with primary duties and responsibilities, as well as minimum qualifications, go to [www.wbparks.org](http://www.wbparks.org) and click on Employment Opportunities.

**HOURS:** Part Time, with Monday-Friday 8:00 a.m. - 4:30 p.m. shift options on average 20 hours per week with some weekend and evening shifts as required. Exact schedule to be determined by Marketing Manager, options are flexible. Maximum of 1,200 hours/year.

**SALARY:** Starting at \$18.00 per hour

**TO APPLY:** To be considered for this position, please submit a completed application and resume to:

West Bloomfield Parks and Recreation Commission  
4640 Walnut Lake Road  
West Bloomfield, MI 48323  
[hr@wbparks.org](mailto:hr@wbparks.org)

*Blank applications are available at West Bloomfield Parks or download a copy online at [www.wbparks.org/employment](http://www.wbparks.org/employment).*



Recreation Activities Center  
4640 Walnut Lake Road  
West Bloomfield, MI 48323



[www.wbparks.org](http://www.wbparks.org)



[info@wbparks.org](mailto:info@wbparks.org)



248.451.1900

## **Job Description**

**Job Title:** Marketing Associate

**Department:** Administration

**FLSA Status:** Non-Exempt

**Salary Grade:** 9

**Position Description Summary:** The Marketing Associate will work closely with the Marketing Manager to execute WB Parks' strategic marketing plan to promote public awareness of the Commission's park system and various recreational programs offered. Essential duties will include: social media execution, newsletter design, sponsor acquisition, website maintenance and event assistance.

**Working Hours:** This is a part-time position with an average of 18 hours per week. The work day begins at 8:00am and ends at 4:30pm. The Marketing Manager will work with the Marketing Associate to determine actual schedule. Some evenings will be required in order to assist with special events.

### **Essential Function(s) of the Position:**

*The duties listed below are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the level and/or class of this position.*

- Work with Marketing Manager to set quarterly social media strategies.
- Implement all social media campaigns and analyze analytics for effectiveness.
- Curate content and lay out the *Senior Happenings* newsletter, sent 3 times annually. Also responsible for facilitating mailing with the post office.
- Reach out to local business community to build sponsorship support for programs/events.
- Implement weekly website updates.
- Manage print marketing collateral at all parks, facilities and community partner sites.
- Edit and proof communications as needed.
- Photograph events and programs as needed.
- Collaborate with staff on new ideas, directions and tools for marketing and communication.
- Supports programs and events when needed.
- Other duties as assigned.

### **Education/Experience/Licenses/Certificates:**

- Bachelor's degree in public relations, marketing or related fields or 1-2 years' experience in an applicable communications role.
- Experience managing social media accounts professionally.
- Must possess valid Michigan Driver's License.
- Proficient in the Microsoft Office Suite.
- Experience with the Adobe Creative Suite a plus but not required.
- Experience managing websites a plus but not required.
- Experience shooting and editing photography/video a plus but not required.

**Knowledge, Skills and Abilities:**

- Strong communication skills including in-person, over the phone and in writing.
- Good organizational skills with emphasis on detail.
- Ability to organize work and be able to work independently, as well as with a team.
- Must be productive, courteous, flexible, resourceful and creative as well as have effective work skills.
- Candidates must be self-starters who exhibit a desire and motivation to learn and the ability to work as part of a team.
- Strong written and oral communication skills.
- Knowledge of various social media platforms and best practices.
- Must be professional in appearance.

**Equipment, Machinery, Tools and Vehicles Used:**

Office equipment used includes computer, fax machine and large capacity printer. Required to drive the WB Parks recreation minivan as needed.

**Physical Demands:**

Event support required so must be able to stand for periods of time and withstand the outdoors for some periods of time, in all elements. Must be able to lift 40 pounds.

**Working Conditions:**

Must be able to work in a fast paced environment and able to meet various deadlines. May be exposed to extreme heat/cold.

**Reporting Relationships:**

A person in this position will work under the Marketing Manager.

*I have reviewed and understand the above job description and believe it to be accurate and complete and that I can successfully fulfill each duty or task. I also agree that Management has the right to change this job description at any time.*

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*Employee Signature*

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*Date*

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*Executive Director Signature*

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*Date*

*This position description is intended to describe the general nature and level of work being performed by a person assigned to this job. It is not to be construed as an exhaustive list of all duties that may be performed by an employee so classified. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of this position. This document is not intended to be a contract between the employee and employer.*