



## **JOB** OPENING

# PEORIA PLAYHOUSE CHILDREN'S MUSEUM **COMMUNITY ENGAGEMENT & MARKETING MANAGER**



AUGUST 13, 2021 - POSITION: FULL TIME

Starting salary: \$40,000 annually based on qualifications & experience.

### **OUR MISSION**

We contribute to a healthy and vibrant Peoria community by responsibly using our District resources to offer high quality parks and recreation experiences to those who live, work and play in our District.



# OVERVIEW

The Peoria PlayHouse Children's Museum provides children with the tools and inspiration they need to be explorers and creators of the world. We do this in part through understanding, supporting and promoting play in the fullest sense of the word, one that includes imagination and creativity. Under the direction of the Director of the Peoria PlayHouse Children's Museum, the Community Engagement and Marketing Manager is responsible for a number of specific tasks as outlined below.

## RESPONSIBILITIES

- Promote PlayHouse and Park District programs and advance the PlayHouse mission through marketing channels, including, but not limited to:
  - Create social media posts (Facebook and Instagram) and post using Hootsuite.
  - Write and send e-blasts in Constant Contact.
  - Draft press releases as needed.
  - Update PlayHouse website and suggest updates for PlayHouse information on the Park District website.
  - Use communication and data tools available through the Park District's point of sale system (RecTrac) to promote programs, visits, and membership.
- Create a PlayHouse marketing plan.
- Improve marketing strategy for the PlayHouse through data review, collaboration with PlayHouse and Park District staff and others. Track and analyze the performance of advertising campaigns.
- Work with graphic designers and others to ensure adherence to PlayHouse's branding guidelines and voice.
- Actively engage with community members and partners. Represent the PlayHouse to community partners; collaborate with partners to utilize and promote the PlayHouse as a community resource. Work with community partners to develop effective communication strategies for diverse audiences.
- Seek out and attend community events and other opportunities to promote the PlayHouse and expand our audience and impact. Recruit new staff and volunteers. Attend community festivals and similar events, including some evenings and weekends. Participate in community conversations related to children, parenting, and play where appropriate.
- Embody the PlayHouse's educational philosophy and strategies and promote these to staff and external partners.
- Collaborate in the creation of new programming that promotes the PlayHouse's mission.
- Follow all safety procedures that pertain to the duties performed. Support all aspects of the Park District safety program.
- Perform all other duties as assigned.

## **SUCCESSFUL CANDIDATES WILL HAVE**

- Four year college degree in marketing, community outreach, or another relevant field preferred. Extensive experiences in a like position with similar duties or responsibilities may be substituted for all or part of the education requirement.
- Experience with marketing tools and strategies, including social media and development and execution of marketing campaigns that align with brand identity.
- Experience with and/or aptitude for collaborating with community partners and representing an organization in public settings.
- Experience with public speaking, conducting trainings, volunteer management or other similar forms of engagement preferred.
- Ability to think strategically about the best way to use different marketing tools to promote PlayHouse programming and values.
- Excellent oral and written communication and ability to identify effective communication strategies for diverse PlayHouse audiences. Attention to detail.
- Comfort and interest in working with partners and community members. Ability to build and maintain strong relationships.
- Understanding of and commitment to diversity, belonging, inclusion, and equity.
- Interest in and commitment to collaboration and teamwork.
- Enthusiasm for the PlayHouse's unique philosophy and approach, and the ability to represent this to others and work with a team to expand and deepen the museum's impact.
- Interest and commitment to the mission of the PlayHouse and the welfare of local children and families.
- Ability to demonstrate an ongoing commitment to learning and innovation.
- Willingness to give and receive thoughtful feedback and engage in productive dialog.
- Ability to manage multiple tasks simultaneously with a minimal degree of supervisory oversight.
- Ability to use InDesign / Adobe Design Suite preferred.

## BENEFITS AND PERKS

- Paid sick days, vacation days and holidays.
- Longevity bonus program and wellness program.
- Pension and retirement programs and Social Security participating.
- Exceptional health plan.
- Paid Life Insurance.
- Disability Insurance.
- Full-time employees and dependents enjoy discounted recreation classes and free admission to select Park District facilities.

## HOW TO APPLY

- View *Employment Opportunities* and complete an online application in the “Join Our Team” section at [www.peoriaparks.org](http://www.peoriaparks.org).
- Applicants may submit a resume', but to be fully considered for this position an online application must be completed.
- While we appreciate all submissions, due to high volume, only those applicants who are selected for interview will be contacted.
- Applications will be reviewed until position is filled.

The Peoria Park District hires without regard to race, color, religion, sex, age, national origin, citizenship status, ancestry, sexual orientation, marital status, disability, pregnancy, military status or unfavorable discharge from military service, protected veteran status or on the basis of any characteristic protected by law. All qualified individuals are encouraged to apply.

AN EQUAL OPPORTUNITY EMPLOYER.



## HUMAN RESOURCES

1125 W. Lake Avenue, Peoria, IL 61614 | 309-681-2821

Peoria**Parks**.org