



"Building community and enhancing quality of life through people, parks, and programs."

Greater Vallejo Recreation District
395 Amador St.
Vallejo, CA 94590
www.gvrd.org

The Greater Vallejo Recreation District invites applications for the position of:

Digital Marketing Coordinator, Part-time
Salary: \$18.00 hr.
20 hrs. per week

Job Opening: May 25, 2017
Deadline for Applying: Open until filled

The Greater Vallejo Recreation District is a Special Service District that has been serving area residents for over sixty years. As a Special Service District, GVRD operates as a separate government agency from the City of Vallejo. GVRD manages 407 acres of public park space including 20 neighborhood parks, 10 community parks, 6 special purpose parks, and Olympic-size swimming pool and 4 community centers. GVRD maintains over 1,000 acres of public land.

GVRD is governed by a five-member Board of Directors. With 30 plus full time and approximately 155 part-time and seasonal employees, GVRD operates on a 2016-2017 fiscal year budget of \$6.6 million for general fund operations and Measure K funding amounting to \$2.71 million. Children, teen and adults are served by a wide array of programs, facilities and services that are provided by the District and location throughout the City of Vallejo.

KEY RESPONSIBILITIES

Essential and other important responsibilities and duties may include, but are not limited to, the following:

DEFINITION

Responsibilities include developing compelling and relevant content for social media, GVRD managed websites, external websites, blogs, e-newsletters and other digital content such as but not limited to Facebook, Instagram, Twitter, and others.

SUPERVISION RECEIVED AND EXERCISED

No supervisory responsibilities are assigned. However it is imperative that the person in this position be able to work with all employees of the District as he/she develops digital media and markets the District.

ESSENTIAL AND MARGINAL FUNCTION STATEMENTS- Other important responsibilities and duties may include, but are not limited to, the following:

Essential Functions

- Develop, implement and coordinate the day-to-day content plan for all social media outlets including Facebook, Twitter, YouTube, Instagram, Pinterest and others. Create video content for the same media outlets.
- Updates the GVRD website and related websites, including listing content through CMS.
- Develop creative social media campaigns, contests and content to grow followers and engagement.
- Assist with email marketing efforts, including Constant Contact and PEAK data bases.
- Work closely with the General Manager and the Administrative team along with recreation staff on other GVRD marketing projects such as the “activity guide”.
- Work to find ways to “monetize” the marketing that we provide.
- Support events and programs– such as Vallejo Celebrates Youth, Vallejo Sports Hall of Fame, and others.
- Help to maintain photography library and actively collect new photography for use in marketing.
- Assist with general office duties and marketing fulfillment as needed.
- Maintain a well-informed working knowledge of the GVRD programs, facilities and services provided to the residents.
- Maintain and monitor metrics that will be able to track the impact and growth of digital marketing of the District.
- Attend community events as time allows and as may be assigned to promote GVRD. Must have and demonstrate excellent customer service skills to both inside and exterior customers.
- Perform other tasks as required

Experience Needed:

- Minimum 1-2 years’ experience in communications, marketing, social media or public relations.

Education

- Equivalent of an Associate’s degree in Marketing, Public Relations and/or Communications degree preferred, but not required. Direct work experience in the same position can substitute for education requirement.

Digital Marketing Coordinator – Skills Needed

- Graphic Design and/or photo editing experience a plus.
- Photography, and photo editing experience a plus.
- Creating and editing video essential.
- User knowledge of the following software: Microsoft Office applications and Internet/Email.
- Knowledge in HTML and website CMS systems a plus. Understanding of SEO best practices helpful.
- Excellent writing skills, including a strong command of grammar, usage and vocabulary. Must be able to carry out oral and written instructions.
- Experience with and understanding of social media outlets and marketing tactics i.e. Facebook, Twitter, etc.
- Ability to think and write creatively and work in a fast-paced environment, recommend new ways to market the District.
- Well-organized, self-motivated and proactive.
- Knowledge of Vallejo community.
- Ability to interface with staff to build consensus, achieve goals, and leverage resources. Communicate clearly and concisely, both orally and in writing.
- Organize own work, coordinating projects, setting priorities, meeting deadlines and following up on assignments with a minimum of direction.
- Ability to prioritize and handle simultaneous projects with multiple partners.
- Ability to meet deadlines and stay at/under budget.

Physical/Sensory/Cognitive Requirements to Perform Essential Job Functions

- Ability to sit at desk and operate computer key board and view computer screen for long periods of time.
- Work may/will include prolonged sitting, as well as moderate lifting, reaching, stooping, pulling, and pushing activities; manual dexterity, clear speech; and visual and hearing acuity necessary.
- Excellent customer service skills, a necessity.
- Work is generally performed in an office setting. Pressures may be generated by deadlines, volume of work, frequent interruptions, and seasonal peak work periods requiring stamina to maintain attention to detail despite interruptions and ability to handle concurrent tasks.
- Must be able to bend and stretch to reach file drawers, lift boxes and small equipment up to 50 pounds in weight on occasion.
- Must have a CA driver's license and maintain an acceptable driving record while employed with GVRD.

NOTE: This job description is not intended to be all-inclusive. Employee may perform other related duties as required to meet the ongoing needs of the organization.

GVRD is an Equal Opportunity Employer and does not discriminate on the basis of any legally protected status in employment or in the provision of services.