

COMMUNICATIONS COORDINATOR (PART-TIME)

Organization Overview

Medina County Park District is a local and regional leader in conservation, education, and the protection of natural resources. Employees take pride in the parks, trails, programs, and community; ensure quality outdoor experiences; protect public investments; plant the forests and prairies of tomorrow; and develop the next generation of stewards. Employment with the park district is more than a job – it's an opportunity to make lives better in a fun, fulfilling team environment.

Responsibility

Under the direction of the business manager, develops press releases, newsletter stories, feature stories, social media content, and more to promote the park district's mission, day-to-day operations, programs, and accomplishments

Examples of Duties

- Provides creativity in the development of marketing and public relations content for print and web, for both internal and external audiences
- Develops press releases outlining information on park programs, projects, and policies; develops stories about park facilities and natural resources
- Develops and manages social media platforms for the park district
- Co-develops content for the park district's website
- Attends various meetings as assigned to gather information needed to communicate the park district's story
- Acts as the park district's liaison with all media contacts; maintains relationships with the media and park partners/advocacy groups
- Educates staff about the importance of consistent and unified messaging
- Other duties as assigned

Necessary Knowledge, Skills, Abilities

- Proven teamwork, communication and partnership skills, and the ability to work directly with all levels of the organization to achieve common goals
- Demonstrated emotional intelligence including self-awareness, empathy, reliability, and consistency; a proven track record of establishing and maintaining critical relationships internally and externally; demonstrated trust, integrity, and credibility
- Demonstrated understanding of marketing, communications, public relations, branding, and general business principles
- Proficiency working with computers, websites, content management systems, and social media channels; understanding of journalistic techniques and knowledge of AP Style required; basic knowledge of HTML necessary; must have the ability to utilize and embrace technology
- Ability to communicate effectively through writing and speaking

Required Physical Abilities Include the Following, But Are Not Limited To

- Willingness to work outdoors as needed

- May occasionally lift items weighing in excess of 30 pounds
- Ability to occasionally work an irregular schedule (e.g., attend evening meetings, weekend events) based on the needs of the park district

Desired Training and Experience Requirements

- Any combination of training and experience that would indicate possession of the necessary knowledge, skills, and abilities listed above
- Bachelor's degree and at least two years of related experience
- Possession of a valid Ohio motor vehicle operator's license with a good driving record
- Satisfactory fingerprint and criminal background check and drug screening

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