

# **TOWN OF AVON JOB DESCRIPTION**

**Job Title: Part-Time Parks Marketing Specialist**

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**Exempt: No**

**Pay Grade: \$16-20 an hour**

**Reports to: Parks Director**

**Hours: Up to 24-30 hours/week/flexible**

**Department: Parks**

**Date: January 4, 2022**

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## **JOB SUMMARY**

Under the general supervision of the Parks Programmer. This person is responsible for assisting in the marketing of events, park websites, implementing and supervising recreational events and programs for the community. This position requires the ability to work both, independently and as a team player. Weekends and evenings may be required.

## **DUTIES AND RESPONSIBILITIES**

The duties described below are indicative of what the Parks Marketing Specialist.

### **Essential Functions:**

- Assist in marketing, organizing, and supervising existing programs, activities and events for the community.
- Create and improve communications for the park and community under general supervision of the Parks Programmer and Event Coordinator.
- Assist with managing existing budget and expenditures relating to programs and activities.
- Prioritize job tasks and complete them in a specified time frame.
- Assist in organizing, training, and overseeing volunteers and staff for events and programs
- Assist with maintaining inventory of supplies and equipment. Order equipment and supplies when needed.
- Demonstrates continuous effort to improve all areas of marketing, streamline work processes, and work cooperatively and jointly to provide quality job results and other duties as assigned.

## **QUALIFICATION REQUIREMENTS**

To perform this job successfully, an individual must be able to perform each duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required at the time of hire or for continuation of employment.

- This position may require the use of personal or Town vehicles. Individuals must be capable of operating the vehicles safely, possess a valid Driver's License, and have an acceptable driving record.

### **Skills and Abilities:**

- Knowledge of materials, methods and techniques utilized in park programming and event planning activities.
- Knowledge of computer programs including: Windows, Excel, Outlook and Publisher.
- Ability to work cooperatively and maintain a professional manner when dealing with Town officials, staff and the general public.
- Ability to provide expert advice without formal supervisory responsibility.
- Ability to respond to complaints and grievances in a professional and courteous manner.
- Ability to work independently, and with a team.
- Must be able to work a variety of hours including some weekends and evenings.
- Must enjoy working with all types of peoples, have a positive attitude and be willing to try new things!

**Language Skills:**

- Ability to communicate effectively with other Town employees, officials and the general public.
- Ability to communicate effectively in both written and verbal form.

**Mathematical Skills:**

- Ability to perform basic math skills – add, subtract, multiply and divide in all units of measure, using whole numbers, common fractions, and decimals.
- Ability to apply concepts such as fractions, percentages, ratios, and proportions to practical situations.

**Reasoning Skills:**

- Ability to define problems and deal with a variety of situations.
- Ability to think quickly, maintain self-control, and adapt to stressful situations.
- Ability to use good judgment and effectively solve problems.
- Ability to plan work, and establish priorities.
- Ability to interpret a variety of instructions furnished in written, oral, and diagram or schedule form.
- Ability to organize time and resources.

**PHYSICAL AND WORK ENVIRONMENT**

The physical demands and work environment described are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**Physical Environment:**

- The duties of this job include physical activities such as stooping, kneeling, standing, reaching, walking, lifting (up to 25 pounds), grasping, talking, hearing/listening, seeing/observing, and repetitive motions.
- Specific vision abilities required by this job include close, distance and peripheral vision; depth perception; and the ability to adjust focus.
- Employees may be expected to perform duties outdoors in all types of weather with exposure to the elements.
- Employees may be required to:
  - Work at excessive heights via use of ladders or lifting devices, or go into buildings utilizing proper safety techniques.
  - Work in excessive heat, cold, wet, and/or hazardous situations.
  - Other duties as assigned.

**Work Environment:**

- Ability to work under time pressures such as frequent "rush" jobs, urgent deadlines, etc.
- Ability to work under distractions such as telephone calls and other disturbances.
- Ability to deal with unpleasant social situations such as irate or disturbed individuals.
- Ability to work in a hectic, busy, and sometimes stressful work environment.

**Application Procedures:**

- The Town of Avon will be accepting resumes for this position until position filled.
- Resumes and cover letters may be e-mailed to: [dharmmon@avongov.org](mailto:dharmmon@avongov.org) or mailed to:
  - The Town of Avon Parks and Recreation Dept.
  - Attn: Delbert Harmon
  - 6570 E US Highway 36
  - Avon, IN 46123

**Avon Parks and Recreation is an Equal Opportunity Employer**

**\*\*Please note, upon selection a background check and Valid Driver's License will be required for employment with the Town of Avon.**