

CAMERON PARK COMMUNITY SERVICES DISTRICT
Marketing/Community Outreach Specialist
Recreation Department



Salary: \$15.50 to \$18.84 - Hourly
\$2,686 to \$3,265 - Monthly
\$32,231 to \$39,177 - Annually
Plus Benefits

*Class specifications are only intended to present a descriptive summary of the range of duties and responsibilities that are associated with specified positions. Therefore, specifications **may not include all** duties performed by individuals within a classification. In addition, specifications are intended to outline the minimum qualifications necessary for entry into the class and do not necessarily convey the qualifications of incumbents within the position.*

COMMUNITY OVERVIEW:

The community of Cameron Park is located in the foothills of El Dorado County, on the west slope of the Sierra Nevada along U.S. Highway 50, about 30 miles east of Sacramento, California. The community is home to about 15,000 residents and covers an area of about 8.3 square miles. The Cameron Park Community Services District (CSD) administers fire and emergency services, parks, recreation, covenants, conditions and restrictions (CC&R's), lighting and landscaping assessment district (LLAD), solid waste disposal and recycling.

DEFINITION:

Under general supervision, oversees a broad base of District program areas within the Recreation Department and coordinates the marketing, development and implementation of recreation activities and events. These duties include, but are not limited to marketing, organizing special events and developing sponsorships. The hours scheduled for this position may include evenings, weekends and weekday hours as required.

SUPERVISION EXERCISED/RECEIVED:

Under the general direction of the Recreation Supervisor or General Manager.

EXAMPLE OF ESSENTIAL DUTIES (including, but not limited to, the following):

- Promotes assigned recreation programs, activities or classes; develops and prepares programs, events and facility marketing and promotional material including news releases, flyers, and schedules of events, pamphlets and brochures. Events may include: It's a Wedding Affair, Cameron Park Concert Series, Easter Egg Hunt, Trucks & Tunes, Summer Spectacular, Community Campout, Pooch Plunge & Laps at the Lake, Country Fest, Community Yard Sale, Community Services Showcase, Halloween Carnival & Pumpkin Patch, Old Fashioned Christmas Craft Fair, Cameron Park's Run with Santa, etc.
- Uses social media and other forms of communication to distribute information.
- Keeps photos, videos and information on the website fresh by updating frequently.
- Assists with developing CSD marketing plan and meeting objectives.
- Improves marketability by researching, identifying and capitalizing on market opportunities.
- Provides information by collecting, analyzing and summarizing data and trends.
- Assists the Recreation Supervisor to create and develop recreation program components including event manuals, guidelines and procedures.
- Conducts research regarding assigned areas; drafts reports and other written material; and submits to supervisor for approval.

- Develops relationships with school, community-based organizations and advocacy groups in order to increase awareness and knowledge of opportunities.
- Recruits constituencies to help increase awareness of CSD opportunities to encourage the use of the CSD's classes, programs and parks.
- Develops and manages engagement efforts with partners to establish relationships that result in lasting and meaningful partnerships.
- Assists with facility rentals.
- Assists with staff training and supervising part-time recreation staff and/or volunteers.
- Recommends disciplinary actions to Recreation Supervisor as needed.
- Assists with preparing employee/volunteer schedules and reconciling time cards for events and activities.
- Attends meetings.
- Establishes and meets timelines, is proactive and shows strong organizational skills.
- Responds timely to inquiries about assigned projects and programs.
- Assists in the preparation of program budgets. Monitors expenditures, makes cost savings and operational recommendations.
- Establishes positive working relationships with representatives of community organizations, state/local agencies, District management and staff and the public.
- Ensures excellent customer service.
- Performs other related duties as required.

QUALIFICATIONS:

Education and/or Experience:

Sufficient education, training and experience to successfully perform the duties of the Marketing/Community Outreach Specialist. A typical way of obtaining the required qualifications is:

- Minimum of an Associate's Degree or equivalent in Recreation, Leisure Studies, Marketing or a closely-related field from an accredited college or university (Bachelor's Degree is preferred)
- Two (2) years of full-time increasingly responsible experience in marketing and event coordination

OTHER REQUIREMENTS:

- Current First Aid and CPR certificates (or the ability to obtain)
- Possession of a valid California driver's license, good safe driving record and proof of insurability are required and must be maintained throughout employment
- Successful candidates for employment will be required to undergo a medical examination, drug screening and Department of Justice background check

KNOWLEDGE OF:

- Principles, philosophies and practices of recreation administration
- Events planning and implementation
- Methods and techniques of supervising volunteers, seasonal, part-time, and/or contractual staff
- Facilities, operations and techniques used in a comprehensive recreation program
- Basic principles of mathematics; applicable federal, state and local laws, codes and regulations related to assigned events
- Rules, regulations and policies affecting and related to events
- Standard office procedures, practices and equipment
- Modern office equipment, including a computer and applicable software programs – social media, Word, Excel, Publisher, PowerPoint, Adobe, etc.
- Methods and techniques for record keeping and report preparation and writing
- Proper English, spelling and grammar
- Occupational hazards and standard safety practices

ABILITY TO:

- Establish and meet timelines; plan, organize and coordinate activities responsive to the needs of the community
- Develop, coordinate and direct varied activities involved in a community recreation program
- Work flexible hours, including holidays, evenings, weekends
- Analyze programs and events and develop and recommend appropriate strategies
- Supervise the work of part-time and seasonal staff/volunteers
- Implement, explain and apply applicable laws, codes and regulations related to recreational event assignments
- Work independently and as part of a team
- Make sound decisions within established guidelines
- Provide leadership, marketing, creativity and organization skills
- Analyze complex issues and develop and implement an appropriate response when needed
- Follow written and oral direction
- Observe safety principles and work in a safe manner
- Enforce safety rules relating to assigned recreational events
- Communicate clearly and concisely, orally, in writing and use of social media
- Work with computer programs effectively
- Work congenially with partners from diverse backgrounds, including race, ethnicity, economic means and ability
- Establish and maintain effective working relationships

SKILL TO:

Operate standard office tools and equipment and operate an office computer and a variety of word processing and software applications.

PHYSICAL REQUIREMENTS:

Essential functions may require maintaining physical condition necessary for moderate lifting, bending stooping, and sitting for long periods of time at a workstation. May at times require physical exertion in connection with athletic activities or carry/lifting equipment or supplies weighing up to 25 pounds or more.

EQUAL OPPORTUNITY EMPLOYER

Cameron Park Community Services District is an Equal Opportunity Employer.

ADDITIONAL INFORMATION:

Marketing/Community Outreach Specialist - full time (salary \$32,231 to \$39,177 – plus benefits). Overseas a broad base of District programs areas within the Recreation Department. Must be organized, able to work independently and meet deadlines.

For a detailed job description, flyer and application please visit:
www.cameronpark.org/jobs-cameron-park/

Applications are available Monday-Friday, 8:00 am - 5:00 pm at Cameron Park CSD, 2502 Country Club Drive, Cameron Park CA 95682.

RESPONSIBLE FOR:

Coordinating, implementing and marketing recreation activities and events. Also establishing community relationships and developing sponsorships.

FILING DATE:

Open until filled.

File by **Monday, November 14, 2016, 5:00 p.m.** to be considered for the first round of interviews.

SUBMIT:

All submittal packets will be screened for completeness and possession of minimum requirements. Only completed packet submittals will be considered, which must include:

- Cover letter; and
- Resume; and
- Completed CSD job application (online at www.cameronpark.org/jobs-cameron-park/).

Submit completed packets by:

FAX – (530) 677-2201 or

Email – admin@cameronpark.org or

U.S. Mail or in person -

Cameron Park Community Services District

Attention: Amy Trier, Interim Human Resources Officer

2502 Country Club Drive

Cameron Park, CA 95682

PLEASE DO NOT SEND EMAIL REQUESTS FOR INFORMATION - FOR INFORMATION CALL:

Amy Trier, Interim Human Resources Officer – (530) 677-2231