

**City of Macedonia**  
**Job Description – Membership and Marketing Coordinator**

<b>Job Title:</b>	Membership and Marketing Coordinator
<b>FLSA Status:</b>	Non-Exempt
<b>Bargaining Unit:</b>	None
<b>General Description of Work:</b>	Supervises front desk staff and is responsible for membership recruitment and retention and marketing programs to the public.
<b>Supervision Received:</b>	Receives general supervision from the Recreation Director.
<b>Schedule:</b>	Recreation Center hours of operation, or as directed by supervisor; weekends and evenings.

**Required Minimum Qualifications:** Requires a relevant two-year degree and/or at least three (3) years of progressively responsible experience in a related position, or an equivalent combination of education and experience which provides the necessary skills and abilities to perform the job.

**Preferred Certifications:** First Aid and CPR

**Primary Duties:**

**1. Membership Recruitment/Retention and Marketing**

- a. Develops program department press releases, brochures, flyers and other marketing materials as needed to advertise and market recreation programs
- b. Coordinates printing services for various marketing materials and prepares specifications for printers
- c. Responsible for updating the department's website and social media accounts
- d. Coordinates efforts with various local media representatives to publish marketing materials and programming information
- e. Evaluates marketing service costs and makes recommendations for selection
- f. Writes, distributes, tabulates and evaluates participant and citizen surveys and responses; identifies targets for survey distribution
- g. Coordinates efforts with other department staff to develop various marketing strategies and materials
- h. Establishes new membership packages and pricing
- i. Creates and implements membership promotions and researches current marketing trends.
- j. Enters into contracts with various media for sponsorship and advertising purposes

## **2. Supervision**

- a. Conducts interviewing and makes hiring recommendations for front desk, tot room and fitness attendant staff
- b. Trains, schedules and assigns work for front desk staff
- c. Conducts periodic staff meetings
- d. Monitors work, conducts performance evaluations and enforces disciplinary actions when necessary
- e. Develops and implements policies and procedures for front desk operations

## **3. Programming**

- a. Develops, implements and coordinates special events sponsored by the Recreation Department
- b. Develops program schedule and resolves scheduling conflicts as needed
- c. Coordinates facility scheduling with schools and other facility users
- d. Determines and recommend various facility fees
- e. Establishes, maintains and reviews records and reports of program and participant data; modifies program offerings and schedule as needed to ensure effective programming
- f. Develops analysis of cost-effectiveness of programming

## **4. Administration**

- a. Responsible for purchasing, requisitioning and processing payroll or payments for staff
- b. Enters into contracts with various agencies for sponsorship agreements, advertising contracts and membership service programs
- c. Develops and implements department and building policies
- d. Performs various duties related to management of general facility and various facility equipment

## **5. Miscellaneous**

- a. Serves as administrator of the City's cable channel
- b. Performs front desk duties as needed to ensure adequate coverage for weekends, holidays and staff shortages
- c. Regular attendance is required
- d. Performs other related duties as assigned

## **Required Knowledge, Skills and Abilities**

- Knowledge of Macedonia Recreation Department and facility operations, policies and procedures including various reporting procedures and requirements
- Knowledge of City of Macedonia policies and procedures including purchasing, requisitioning and payroll
- Knowledge of various social media applications
- Knowledge of personnel management and supervisory practices
- Knowledge of administrative practices and principles
- Knowledge of various local, state and federal laws including all relevant safety regulations related to recreation department and facility operations
- Knowledge of current trends in community recreational programming

- Knowledge of bulk mail preparation, print and mailing procedures
- Ability to establish and maintain effective working relationships with supervisor, co-workers, programming staff, other City departments and public officials, the media and citizens of the community to create a positive public image of the Recreation department
- Ability to provide effective supervision
- Ability to operate standard office equipment
- Ability to operate word processing, spreadsheet, database and Sportsman software programs
- Ability to establish and maintain effective records and reports
- Effective decision-making, time management and organizational skills
- Ability to perform routine office procedures
- Ability to sit, stand, stoop and bend to perform typical office work

**Work Environment:**

The job is performed in a typical office setting where the employee is not generally exposed to environmental conditions.

Employee Name (Print)\_\_\_\_\_

\_\_\_\_\_  
Employee Signature

\_\_\_\_\_  
Date