



To: Applicant
From: Human Resources
RE: Full-Time Social Media & Website Strategist

Enclosed is the job description for the Social Media & Website Strategist position. If interested, please send a cover letter and resume to the Grand Forks Park District by email at marketing@gfparks.org or by mail. We will be accepting applications until Friday, January 21, 2022 or until the position is filled.

Job Description Posting: Social Media & Website Strategist

The Grand Forks Park District, along with Choice Health & Fitness, Kings Walk Golf Course & Lincoln Golf Course, is seeking a creative, strategic-thinking, and organized marketing professional for the full-time, benefitted position of Social Media & Website Strategist to join our awesome marketing team. This position requires a 4-year degree in Marketing, Business, Communications, or Graphic Design. Two years' professional experience in social media campaigns, graphic design, and creative copywriting skills is strongly preferred.

As a Park District employee, you receive great benefits including a membership at Choice Health & Fitness, Kings Walk Golf Course, and Lincoln Golf Course as well as medical insurance, NDPERS Pension Retirement, and much more. The full job description, benefits and compensation information can be found online at www.gfparks.org/employment.

Documents enclosed:

- Social Media & Website Strategist Position Description
- Salary Range and Benefits



Updated 1/3/22

Position: Social Media & Website Strategist
Status: Non-Exempt
Supervisor: Marketing Manager

The position description presented below is intended to present a descriptive list of the range of duties performed by employees in this position. These specifications are not intended to reflect all the duties performed within the job.

STATEMENT OF PURPOSE

The Website & Social Media Strategist will be responsible for marketing programs, events, memberships and services by planning, scheduling and monitoring creative advertising campaigns while managing all online, email, social media, and digital campaigns. The position will assist in graphically designing and maintaining promotional materials; coordinate media buys, video shoots and photo shoots; serves as a representative at community events and committees; and be responsible for the updating of the websites, digital signage, and other marketing / project software systems.

The Marketing Coordinator supports the Marketing & Graphic Designer and Marketing Manager as part of the marketing team to execute all marketing activities for the Grand Forks Park District, recreational programs, special events, King's Walk Golf Course, Lincoln Golf Course, Choice Health & Fitness, and the Grand Forks Parks & Recreation Foundation.

DUTIES / RESPONSIBILITIES / STANDARDS

Critical Element #1

Responsible for all social media, online advertising, and email marketing activities.

Expectations

1. Creates and executes all email marketing campaigns.
2. Plans, creates, schedules, and monitors the Park District group of social media platforms to enhance community interaction and keep the public informed.
3. Promotes the organizations' events and programs through online advertising campaigns and pay-per-click advertising while recommending budgets, tracking return on investment and monitoring keyword success.



Critical Element #2:

Responsible for the updated, accurate online information through our organizational websites.

Expectations

1. Maintains and manages organizational websites, digital signage, and all online content.
2. Oversees the Park District group of websites (gfparks.org, choicehf.com, kingswalk.org, lincolngolf.org and gfparksfoundation.org) maintaining operational interfacing, current information, and good search engine optimization.
3. Promotes the organizations' events, promotions, and programs through website posts and promotions.
4. Designs media for online marketing campaigns.

Critical Element #3

Creates multi-media advertisements, publications, informational packets, and promotional materials with quality approval of the Marketing & Graphic Designer and/or Marketing Manager.

Expectations

1. Brainstorms and conceptualizes creative advertising and marketing materials.
2. Writes creative copy for marketing materials, newsletters, and press releases.
3. Graphically designs marketing materials within the Adobe Creative Suite (InDesign, Photoshop, and Illustrator) for various mediums. The materials must be appealing, informative, creative, and consistent with the brands established, approved by the Marketing & Graphic Designer and/or Marketing Manager.

Critical Element #4

Researches, strategizes, schedules and monitors advertising campaigns.

Expectations

1. Researches competitive services, brainstorms new creative advertising methods and strategizes the best approach.
2. Plans, schedules and coordinates media buys with advertisers as well as video and photo shoots with vendors.
3. Keeps promotional / giveaway materials ready by coordinating requirements with staff; inventorying stock, and placing orders as needed.



Critical Element #5

Serves as main support staff to the Marketing Manager on daily tasks, special events and projects for all organizations under the Grand Forks Park District.

Expectations

1. Assists the Marketing Manager with the coordination and execution of various requests of the marketing department.
2. Assists in the execution of special events including employee events, fundraising events, and donor events.
3. Assists with the creation, coordination, and distribution of newsletters, advertisements, mailings, and publications on behalf of the Park District and Foundation.

Critical Element #6

Serves as a crucial member to the marketing team.

Expectations

1. Professional representative of the Park District and marketing team at all annual community events, committee meetings, and race events.
2. Accomplishes team goals by accepting ownership for accomplishing new and different requests; exploring opportunities to add value to job accomplishments and staying educated on the latest marketing trends and techniques.
3. Supports marketing team and Park District staff by delivery/picking up of marketing materials/items and other various supplies throughout town as well as monitoring of marketing displays within our facilities.
4. Coordinates the marketing implementation and actions with strong organizational skills while updating of project management software.



KNOWLEDGE / SKILLS / ABILITIES

- A four-year undergraduate degree in marketing, communications, public relations or a related field – or an equivalent in experience
- 2+ Years of professional experience in the marketing field strongly preferred.
- Experience in social media, online & email marketing experience strongly preferred.
- Experience in graphic design and the designing of creative advertisements preferred. Some knowledge of Adobe Creative Suite preferred.
- Experience using Wordpress Website Software and various social media platforms strongly preferred.
- Strong oral and creative copywriting skills required.
- Must possess a valid driver's license and a clear driving record.

EMPLOYEE SALARY RANGE

Starting pay for the Marketing & Social Media Coordinator position is \$32,000 (\$15.63 /hr) - \$35,000 (\$16.83/hr) depending upon years of work experience.

CONTACTS

This position requires contact with the public, vendors, donors, golf professionals, health and fitness professionals and the media.

CONSEQUENCE OF ERRORS

Damage to both the public and private property is possible. Personal injury to employees, other workers and the public may also occur. Portray an image to the public that would be consistent with the Park District goals and objectives.

WORKING ENVIRONMENT

This position is performed mainly at the Choice Health & Fitness, the Park District Main Office, Kings Walk Golf Course, and Lincoln Park Golf Course. This is a position subject to the overtime policies of the Park District. See functional job description for additional details.



EMPLOYEE BENEFITS Updated 1/3/22

Park District Programs/Facilities:

Most programs and facilities are free or have a reduced fee for full-time employees and their spouse / dependents.

Grand Forks Park District

- All Park District programs & activities are free of charge.

Choice Health & Fitness

- **FREE:** Membership (apply at location), Childcare (max 2 hrs.), Programs (other than those listed below)
- **25% Discount:** Private & semi-private tennis, racquetball & swimming lessons; Private, semi-private & group personal training sessions; Specialty programs (i.e. Dance Academy, The Great Meltdown); Birthday Party Room rental; and Pro Shop items. See Choice H&F Membership Staff for more detail.

King's Walk Golf Course and Lincoln Golf Course

- **FREE:** Golf at King's Walk & Lincoln Golf Course, Carts, Driving range use (limit: 1 basket of balls per day)
- **30% Discount:** Full price apparel
- **20% Discount:** Full price golf clubs & golf balls
- **No Discount:** Any guest(s) must pay as normal.

Health Insurance:

Employee pays 9.75% of premium for a Single Plan, SPD Plan or Family Plan.

Employer pays remaining 90.25%. Starts at next eligible entry date after 60 days from hire date.

Vacation:

Vacation accrues bi-weekly. 0-3 years 2 weeks, 4-7 years 2.5 weeks, 8-11 years 3 weeks, 12-15 years 3.5 weeks, 16+ years 4 weeks Paid

Holidays:

New Year's Day, Good Friday, Memorial Day, 4th of July, Labor Day, Veteran's Day, Thanksgiving Day, day after Thanksgiving, Christmas Day.

Sick Leave:

96 hours of sick leave per year. Accrues bi-weekly.

Pension:

Defined benefit pension plan administered by NDPERS Mandatory contribution beginning of employment. Vested after 3 years. Employee contribution is 7% of annual salary/Employer contribution is 8.26% of annual salary.

Rule of 90 for employees hired after 1/1/16 (Years of Service + Age = 90 = full retirement) Pension benefit is equal to final average salary times 2% times years of service.

PEP (Portability Enhancement Provision):

See www.ndpers.nd.gov for more information.



EMPLOYEE BENEFITS (CONTINUED)

Deferred Compensation Retirement Plan:

Employee pays. A Nationwide representative comes twice a year.

Life Insurance:

Employer pays. Three month waiting period. \$25,000 death benefit.

Long-Term Disability Insurance:

Employer pays. Three month waiting period. Benefit of 60% of monthly salary which begins after 90 consecutive days of being unable to work due to disability.

Identify Fraud Protection:

Employer pays. Qualifies after 3 months.

Additional Life Insurance:

Employee pays. Three month waiting period.

Cancer Insurance:

Employee pays. Three month waiting period. Accident Insurance: Employee pays. Three month waiting period.

Dental Insurance:

Employee pays. Two month waiting period.

Flex:

Starts 3 months from start date.

Reward program:

Healthy Blues rewards is offered thru our Blue Cross Blue Shield. See brochure for details.