

Job Description

Marketing and Program Coordinator for the Mauldin Sports Center

JOB SUMMARY

Responsible for all marketing, advertising, and public relations functions for Mauldin Sports Center programs, activities, and fitness center. Develops, implements and administers a comprehensive marketing plan to encompass existing program users, members of the sports center, and residents of Mauldin and beyond. Additionally, will direct special events, the kid's night out program, and develop a program to increase participation on the rock-climbing wall.

ESSENTIAL DUTIES

This is a class with responsibility for development and administration of all programs and processes relating to marketing, advertising, and public relations at all organization locations. Incumbent is responsible for:

- ◆ Ensuring the cleanliness of all agency facilities and property
- ◆ Creating an inspiring experience for all agency customers
- ◆ Establishing department goals
- ◆ Developing and carrying out the organization marketing plan
- ◆ Developing and administering department budgets
- ◆ Writing and sending press releases to local media with approval
- ◆ Producing and distributing flyers, newsletters and brochures to past program participants, fitness center members, and local citizens, schools and organizations
- ◆ Producing and publishing newspaper and radio advertisements for various programs and events
- ◆ Organizing publicity events and fairs such as the Biggest Loser fitness contest
- ◆ Developing and giving presentations to various groups
- ◆ Maintaining and growing all social media accounts for Sports Center
- ◆ Serving as liaison to community and public organizations

OTHER DUTIES

- ◆ Direct annual Egg Drop event
- ◆ Grow participation in the Kids Night Out program
- ◆ Seek ways to increase participation on the Sports Center rock climbing wall

QUALIFICATIONS

Education and Experience

- ◆ A bachelor's degree in advertising, marketing, public relations, journalism, or a related field is

required.

- ◆ One year of advertising, marketing, or public relations experience is required.
- ◆ Six months of experience in health club management, parks and recreation, or a related field is desired.
- ◆ Equivalent combination of education, training, and experience sufficient to produce needed knowledge and skills is acceptable.

Knowledge

- ◆ Press release format and techniques
- ◆ Ad, newsletter, and brochure layout formats and techniques
- ◆ Generally accepted sales and marketing methods and practices
- ◆ Sales and marketing report preparation and interpretation
- ◆ Knowledge of social media set up and development (Instagram, Twitter, Facebook, etc.)
- ◆ Windows computer programs including word processing, spreadsheet and presentation software
- ◆ Printing production process knowledge desirable
- ◆ Contacts in local media industry desirable

Skills

- ◆ Organization
- ◆ Creativity
- ◆ Sales
- ◆ Public speaking
- ◆ Clear and concise verbal and written communication
- ◆ Visual layout
- ◆ Event and program planning
- ◆ Basic mathematics
- ◆ Ability to meet deadlines
- ◆ Excellent grammatical skills
- ◆ Ability to work as a member of a team

Physical Demands

Accommodation may be made for some of these physical demands for otherwise qualified individuals who require and request such accommodation.

- ◆ Mobility to drive or ride in a vehicle to various locations and meetings
- ◆ Mobility to work in a typical office setting and use standard office equipment such as computers, filing cabinets, fax machines
- ◆ Mobility to physically visit other organization sites

- ◆ Mobility and strength sufficient to offer medical assistance up to and including CPR if needed
- ◆ Strength to lift equipment or materials weighing up to 30 pounds
- ◆ Vision to read printed materials and a computer monitor

- ◆ Hearing and speech sufficient to communicate in person or over the telephone

Working Conditions

Most of the work takes place during standard business hours with some weekend and night hours as part of the position. The Mauldin Sports Center contains seven offices, a reception area, a fit kid area, one fitness studio, a full gymnasium, fitness floor (cardio and weights), and rock-climbing wall. The marketing office is located near the fitness floor and is visible to sports center members. The office is of sufficient size and contains a desk, bookshelf, two chairs, several filing cabinets and a laptop computer.

Certifications and Licensing

- ◆ CPR and First Aid certification is desired; required within six months of employment
- ◆ A valid driver's license is required.

Pre-Employment Checks

- ◆ Employment is contingent upon the results of a pre-employment drug examination.
- ◆ Employment is contingent upon the results of a pre-employment criminal background check.
- ◆ Employment is contingent upon the results of a pre-employment reference check.

This job description lists the major duties and requirements of the job and is not all-inclusive. Incumbents may be expected to perform job-related duties other than those contained in this document and may be required to have or obtain job-related knowledge and skills.