

Recreation Supervisor + Social Media Marketing Specialist

The City of Arnold Parks and Recreation Department is seeking a highly organized, experienced, energetic and creative professional to fill the position of a Recreation Supervisor with emphasis in **Social Media**

POSITION SUMMARY

Performs duties to plan, schedule, organize, implement, and supervise recreation, fitness, and aquatic programs and activities that meet the leisure needs of the community. The position is responsible for working with staff to help promote city programs, events and services using graphics, social media and AI communication.

ESSENTIAL FUNCTIONS

- Develops, plans, and supervises recreation programs, fitness classes, and aquatic programs for citizens of all ages and abilities; supervises seasonal staff.
- Assists in implementation of current recreational sports and fitness programs, including youth t-ball, soccer, volleyball, pickleball and basketball
- Assists in development of new opportunities for sports and fitness programs/leagues utilizing both indoor and outdoor park space.
- Plans, schedules, organizes, implements and supervises other programs and activities based on community needs; coordinates program registrations and issues permit for field usage.
- Assists in the development, implementation and supervision of special events, recruiting seasonal employees and instructors, and training, scheduling, supervising and evaluating part-time personnel, project research and establishment of departmental policies and procedures.
- Makes revenue and expense recommendations to Deputy Director for annual budget.
- Develop and coordinate assigned special events.
- Attend and participate in professional group meetings; maintain awareness of new trends and developments in the recreation field; incorporate new developments as appropriate into programs.
- Oversees multiple different areas at the Arnold Recreation Center (areas not limited to: Kids Club, Fitness Area, Front Desk, Outdoor Pool Admissions Tower/Concession Stand, Party Hostess, Farmers Market)
- Manages operations of an assigned area, including: responding to emergency situations; resolving patron complaints; determining patron eligibility for recreational programs; developing and promoting recreational programs; overseeing the maintenance and/or repair of equipment, facilities, and inventory; monitoring facility compliance with laws and regulations; and coordinating the use of recreational facilities.
- Manages fee collection, accounting activities, and program registration in the facility
- Perform related duties as required.
- Plan and execute web-based and social media communication initiatives to inform and engage the public about the city's programs, initiatives and services.
- Produce high quality content for inbound and outbound marketing efforts; make complex concepts easily understandable.
- Create content for multiple mediums for clients including but not limited to websites, social media, emails, press releases and advertisements.
- Provide advice and assistance to the district's multiple departments and management teams on marketing, communications and public relations.
- Work with the Deputy Director to develop and implement creative branding strategies to promote the Parks and Recreation Department
- Ensure brand message is consistent.

- Monitor social media for community feedback, comments, and messages, and respond promptly when necessary.
- Create short videos to promote awareness of the district's efforts, accomplishments and staff.
- Identify and address concerns or questions from the community, escalating issues when necessary.

POSITION QUALIFICATION REQUIREMENTS

Experience: Minimum of three years of progressively related recreation management experience in Parks and Recreation, Education, or equivalent and/or Bachelor's degree in Parks and Recreation, Arts Administration, Education, or a related field.

Skills and Abilities which may be representative but not all inclusive of those commonly associated with this position:

- Actively contributing to a positive and encouraging work environment
- Strong planning skills and attention to detail
- Comfort in the outdoors for special events and programs
- Familiarity and experience with hiring and seasonal management procedures
- Strong organizational skills with the ability to disseminate information clearly and concisely
- Ability to coordinate a variety of unrelated functions and handle multiple projects concurrently
- Work irregular hours, to include nights and weekends and some holidays
- Develop and monitor various social media sites (Facebook, Twitter, Newsletters, etc.).
- Knowledge of and demonstrated technical skills in Microsoft Word, Excel, Power Point, Publisher and Outlook is required.

Physical/Visual Activities or Demands

This work requires regularly standing, walking, and using hands to finger, handle or feel, frequently requires sitting, speaking, or hearing, reaching with hands and arms and repetitive motions and occasionally requires climbing or balancing, stooping, kneeling, crouching or crawling, pushing or pulling and lifting.

This job description in no way states or implies that these are the only duties to be performed by the employee in this position. Employee may be required to follow other job-related instructions as directed.

Hours of Work and Compensation

The position of Recreation Supervisor is a full-time position, and shall be paid every two weeks. This position is classified as an exempt employee status and will work a minimum of 40 hours per week. However, as a professional employee in the park and recreation field, it shall be assumed that hours beyond the minimum, including evenings and weekends, will be expected. The hiring range for this position is \$22.08-\$25.00

Interested Applicants must fill out an application and include resume. Application can be found online at www.arnoldmo.org or in person at the Arnold Recreation Center 1695 Missouri State Road Arnold, MO 63010. Attention: Ajsa Roach

The City of Arnold reserves the right to notify those individuals selected for an interview as to the status of their application of employment. EOE/ADA/M/F/V