

SHAWNEE COUNTY, KANSAS
Position Description
Marketing and Communications Supervisor

POSITION CONTROL NUMBER: PR1148A

FLSA STATUS: N

POSITION DESCRIPTION

Under the limited supervision, this position serves as a member of the Shawnee County Parks and Recreation - Administration Division. Responsibilities include crafting a comprehensive public relations plan, active participation in planning sessions, defining and executing a targeted marketing strategy, implementing evaluation methods, and supervising personnel for effective teamwork and issue resolution. The position blends strategic thinking, creative leadership, and communication skills to drive success within the Department. Performs other duties as required. This position is supervised by the Administrative Superintendent.

WORK PERFORMED

- 20% Performs Management Functions.** Manages the department's initiatives and budget for marketing and public relations. Represents the Department/Director at public meetings. Supervises assigned employees by delegating tasks, reviewing duties, and documenting performance. Instills teamwork among employees through communication.
- 20% Manages the Department Marketing Activity.** Creates and executes effective marketing goals and strategies for the department, aligned with the mission statement. Uses evaluation and control methods to organize and report marketing activities. Collaborates with officials, community members, and agencies. Reads journals and attends trainings to improve operations. Oversees content and format of all publications, assign articles and coordinate department newsletter.
- 20% Directs Community Relations Activities.** Enhances public perception and use of recreation facilities/amenities by coordinating and assessing communication elements. Compiles basic performance measures to evaluate the department's ability to meet clients' needs. Uses statistical information, survey techniques, and research to monitor and evaluate the department's public clientele. Organizes and writes reports for management staff on compiled data, defining plans of action to remedy marketing problems and enhance relationships with the community.
- 20% Manages Promotions and Public Relations.** Leads the creation of a dynamic public relations plan for the Department, focusing on internal and external audience engagement. Develops, evaluates, and recommends policies, while diplomatically handling inquiries. Manages media platforms, contacts, publicizes departmental initiatives, and maintains positive relationships with local media. Ensures completion of digital marketing initiatives including online lead campaigns, social media, email nurture, content marketing, video marketing and search engine optimization. Drives the promotion of services through various channels, contributing to event planning and acting as the primary media spokesperson for the Department's initiatives. Creates and maintains social media content, campaigns, and advertising, including all recreation and park offerings, class information, volunteer opportunities, event information, and awareness campaigns that build our brand in the community.

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20% Provide Website Development and Maintenance. Collaborates with the Shawnee County Information Technology Department to enhance public communication practices through the Department's website, technology, and media. Ensures regular updates on programs, facilities, services, and events. Expands internet information by incorporating access to department policies and procedures. Implement a user research and program evaluation program, allowing clientele to provide online feedback. Develops an efficient response system for inquiries and feedback. Maintain and improve the Department's website with links to programs, policies, events, and multilingual announcements.

KNOWLEDGE, ABILITIES AND SKILLS

Knowledge of:

- Program administration
- Report writing techniques
- Research techniques and the ability to evaluate data
- Community recreational resources
- Group dynamics and facilitation techniques
- Statistical analysis
- Media sources and relationships
- Management and supervisory practices
- Office management, organization and procedures
- Government operations at a local and county level and
- Communicate effectively, both orally and in writing, through marketing-related materials

Ability to:

- Apply effective management skills that employ a participatory management style that recognizes collaboration and employee contributions
- Make decisions and analyze diverse facts
- Develop and effectively initiate new communications devices
- Communicate effectively both orally and in writing with the news media, employees, government officials and the general public
- Make recommendations
- Work with citizen groups
- Conduct research
- Work independently
- Solve problems
- Gather and analyze data
- Coordinate and conduct meetings
- Establish and maintain effective working relationships with employees, the public and other County personnel
- Prepare agendas
- Develop and prepare clear, concise reports in a variety of formats

Skill in:

- Professional presentation skills
- Ability to work with minimal supervision
- Providing leadership and direction
- Budget administration
- Attention to details

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I have read and understand the duties and requirements for this position.

_____ Employee's Signature / Printed Name	_____ Date
_____ Administering Supervisor's Signature / Printed Name	_____ Date
_____ Appointing Authority's Signature / Printed Name	_____ Date

Created: 06/15
Revision History: 02/24