



Job Description

Title: Communications & Outreach Specialist
Dept: Administration

Status: Part-Time / Hourly
Wage Range: \$20.00-\$22.00/hr

JOB SUMMARY:

The Communications & Outreach Specialist supports the organization's public communication, marketing, and outreach efforts. This position is responsible for maintaining consistent branding and messaging across digital and print platforms, ensuring timely and accurate information is shared with the community, and promoting district programs, parks, facilities, and special events. This role requires creativity, organization, and the ability to work independently while collaborating with staff across departments.

ESSENTIAL JOB FUNCTIONS: *Essential functions, as defined under the Americans with Disabilities Act, may include any of the following tasks, knowledge, skills and other characteristics. The list that follows is not intended as a comprehensive list; it is intended to provide a representative summary of the major duties and responsibilities. Incumbent(s) may not be required to perform all duties listed, and may be required to perform additional, position-specific tasks.*

PRIMARY RESPONSIBILITIES (Priority Order)

- Maintain brand and communication consistency across all platforms including website, social media, digital display boards, and printed materials.
- Develop and maintain content calendar
- Update and maintain website content to ensure accuracy, clarity, and timeliness.
- Create, schedule, and monitor social media content promoting programs, parks, facilities, and special events.
- Develop, design, and distribute a monthly digital newsletter.
- Design and implement promotional materials for special events and district initiatives.
- Maintain and update digital display board content at district facilities.
- Collaborate with staff to gather information and ensure communications align with organizational goals.

SECONDARY RESPONSIBILITIES (Priority Order)

- Attend district special events and support on-site outreach and public engagement efforts.
- Capture high-quality photos and video of parks, facilities, programs, and special events.
- Organize, catalog, and maintain a centralized digital media library.
- Assist with additional outreach campaigns and communication initiatives as assigned.

QUALIFICATIONS

- High school diploma or equivalent required.
- One (1) year of experience in communications, marketing, social media management, public outreach, or a related field preferred.
- Experience managing website content and social media platforms required.
- Experience with photography, videography, and basic graphic design preferred.

KNOWLEDGE, SKILLS & ABILITIES

- Strong written and verbal communication skills.
- Ability to maintain consistent branding and messaging.
- Proficiency with website content management systems and social media platforms.
- Working knowledge of graphic design tools (e.g., Canva, Adobe Creative Suite, or similar).
- Working knowledge of short-form video creation and editing tools (e.g., CapCut, InShot, Instagram Edits, or similar platforms).
- Ability to manage deadlines and work independently.
- Strong organizational skills and attention to detail.
- Ability to work flexible hours, including evenings and weekends as needed.

ENVIRONMENTAL FACTORS AND CONDITIONS/PHYSICAL REQUIREMENTS: *The physical demands described herein are representative of those that must be met by an employee to successfully perform the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the functions.*

Work is performed in both office and outdoor environments. The position requires moderate physical effort during event setup and breakdown, as well as frequent interaction with the public, vendors, and volunteers.

ADDITIONAL INFORMATION:

Reports To: Executive Administrator

Direct Reports:

External Contacts: Board of Directors, Community groups, Service Organizations, Media