



Job Description

Parks and Recreation Department Marketing Intern

General Function

Under the direction of the department head with assistance from a marketing consultant, the intern is assigned to work on various projects approximately twenty (20) hours per week, for a limited term period of six months. The Intern assigned to this position will focus on marketing for the department's services and programs.

Duties and Responsibilities

- Overall marketing of the departments services, programs and facilities.
- Staffing information tables at events.
- Creating templates for marketing.
- Creating and maintaining mailing lists.
- Creating marketing strategies for multiple demographic targets.
- Assisting with newsletter formatting and distribution.
- Assisting with website formatting and maintenance.
- Assisting with market research and needs assessments.
- Creating collateral materials for facility rentals and community center programs.

Skills and Specifications

- Candidate must be highly motivated and energetic.
- Candidate must be proficient in using Adobe InDesign as well as Microsoft Office Programs.
- Candidate must have good communication and interpersonal skills.
- Candidate must be able to work in a busy environment where multi-tasking and interruptions are common.

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Minimum Qualifications

Education: Must be in attendance at, or on legitimate leave from, a college or university with an academic background compatible to department assigned projects and overall mission. Candidates having completed the degree program and looking for job experience are also welcome.

License: Must possess a valid California driver's license. This requirement may be waived at the discretion of the Director for disabled or other application where projects are such that a valid Driver's License would not be necessary. Must clear Department of Justice Live Scan fingerprinting process.

Other Knowledge, Skills and Abilities

Ability to investigate and analyze situations, plan and organize research; Ability to speak and write the English language effectively; Ability to follow instructions and to maintain harmonious working relations with fellow employees and the public.

Approval: *Brad Raulston*
Town Manager

Effective: 12/17/2024