



ORLAND TOWNSHIP

14807 S. RAVINIA AVE., ORLAND PARK, IL 60462 | (708) 403-4222

JOB TITLE: MARKETING & EVENT COORDINATOR
EFFECTIVE DATE: IMMEDIATELY

JOB DESCRIPTION:

FUNCTION: Under the direction of the Supervisor, Board of Trustees, and the immediate supervision of the Executive Administrator, the Marketing & Event Coordinator is responsible for maintaining the Township's public image, engaging with the community, and managing communications across all media platforms as well as assist in the creation and implementation of programs and events.

REQUIREMENTS: Proficiency with marketing platforms, such as social media, digital marketing tools, and marketing automation platforms such as Google Workspace, Adobe, Canva, Hootsuite, and Microsoft. Exceptional written and verbal communication skills. Must be able to manage multiple projects, organize tasks, and meet deadlines. Ability to analyze data and create reports on campaign performance. Has creative approach to problem-solving and idea generation.

MINIMUM QUALIFICATIONS: A bachelor's degree in marketing, communications, business administration, event planning, or a related field required. 1-3 years of experience in marketing role community involvement and/or knowledge of Township Government a plus.

Major Responsibilities:

- Develop and disseminate a wide range of digital and print media materials. These materials include, but are not limited to, visual media graphics, written content for social media platforms, official press releases, and promotional literature for upcoming events.
- Assist staff in areas needed such as program and event creation, set up, and staffing.
- Create content published in the Township's official newsletter, *The FOCUS*.
- Monitor and respond to inquiries received via the Township's official social media channels and designated public relations email accounts.
- Attend all Township events and programs, as needed, as well as events throughout the community as requested to promote our services, elected officials, sponsors and staff.
- Photograph Township events and programs for the dual purpose of documentation and promotional use.
- Regularly update the Township's website with important information related to upcoming events, service closures, board meetings, and other key announcements.
- Craft and distribute press releases in response to significant Township events or updates.
- Perform other duties as assigned by the Executive Administrator, Supervisor, and Board of Trustees.

Official Application attached.

Please send resume and application to Executive Administrator, Lindsay Napleton:

lindsayt@orlandtownship.org