SUMMIT METRO PARKS

JOB DESCRIPTION

Position Title: Brand Manager
Scope Data: Supervise: 4 Full Time, 2 Part-time staff members
Status: Exempt
Salary Grade: 25

SUPERVISION RECEIVED:

Reports to the Chief of Marketing & Communications.

GENERAL STATEMENT OF ESSENTIAL DUTIES:

1. Overall purpose of this position:
   - Directs and proactively manages the brand identity of the park district to help attract and retain visitors and enhance the user experience.

2. Essential functions, which must be performed in order to carry out the purpose of the position as described in item No. 1, above, include, but are not limited to:

   A. Proactively provide creativity and leadership in the development and design of educational, marketing/promotional and wayfinding materials. Support departmental goals and the mission of the park district by overseeing the art direction and design of banners, park maps, publications, brochures, and all printed pieces; exhibits, displays, signage, kiosk materials and interpretive panels; advertisements and web/social media graphics; specialty items and branded merchandise.

   B. Direct the overall web strategy for Summit Metro Parks, including external web vendor selection and management. Additional responsibilities include ensuring website functionality; monitoring, assessing, and reporting on website performance; ensuring current domain registration and hosting; utilizing a content management system to create or update information; overseeing any design adjustments; and managing online marketing projects.

   C. Develop and execute effective and data-driven advertising strategy, which may include print, digital, radio and outdoor advertising. In coordination with the Chief of Marketing & Communication and Manager of Marketing & Public Relations, manage all advertising
purchases, design, production and placement, and conduct evaluation metrics.

D. Serve as a key “brand champion,” keeping Summit Metro Parks relevant to external audiences. Educate staff about the importance of a consistent, compelling and unified brand. Maintain production schedules. Receive and review project requests and manage related timelines, work schedules and resources.

E. Manage the park district’s graphic identity manual and sign guide manual. Oversee the development and consistency of interpretive signs, exhibits, displays and more. Set expectations to ensure quality district-wide.

F. Draft and manage budget items and monitor expenses. Select external vendors to support departmental efforts. Obtain quotes and develop project specifications, complete purchase orders and process invoices for design work. May help develop bid packages.

G. Lead photo shoots and video shoots by providing creative direction. Shoot and edit digital photography for publication, web and other projects. Oversee management of the park district’s image library and volunteer photographers. Manage photo releases and licenses.

H. Direct and manage staff: select, hire, train, coach, counsel, monitor, direct, manage and evaluate performance. When necessary, identify training and growth opportunities for staff.

I. Demonstrate creativity and innovation. Maintain a working knowledge of graphic design principles, trends, hardware and software as they pertain to the position.

J. Provide input, direction and support for marketing and advertising programs and materials. Support special events, programs and other departments.

K. May oversee volunteers and interns, and serve on internal committees. Comply with all park district safety and risk management programs. Develop and maintain procedural manuals for areas of responsibility. Other duties, as assigned.

L. Provide regular feedback to the department chief, staff and co-workers, and offer ongoing professional guidance to stakeholders. At times, handle confidential and sensitive information.

M. Develop and maintain procedural manuals for areas of responsibility.

N. Comply and ensure that all direct reports comply with all park district policies and procedures, including safety and risk management programs.

O. Flexible work hours, including evenings, weekends and holidays, as required.

Qualifications:

3A. Specific education, training and skills required to perform the duties of this position:
• Ability to provide art direction and a demonstrated understanding of graphic design, type, photography and illustration typically acquired through secondary education or at least five years of experience. General business know-how in finance, budgeting and project management.

• At least five years of experience using content management systems to manage websites. Basic understanding of HTML required; proficiency in HTML a plus.

• Proven track record developing and implementing successful, cross-platform advertising campaigns.

• Understanding of Adobe Indesign, PhotoShop, Illustrator and Acrobat; QuarkXpress; proficiency in Microsoft Word, Excel and PowerPoint; other current software.

• Must be an excellent project manager and communicator with great verbal, written and listening skills; a confident leader and collaborator among peers.

• Demonstrated emotional intelligence to include: self-awareness and accurate self-assessment, sensitivity and empathy, openness, reliability and consistency. Proven track record of establishing and maintaining critical relationships internally and externally. Demonstrated trust, integrity and credibility.

• Demonstrated leadership skills: coaching, team-building, goal-setting, decision-making, problem solving, time management and analytical skills.

• Must be self-directed, flexible, creative, able to perform with poise under pressure and to deliver strong and measureable results.

• Ability to recognize and solve problems as related to the work environment.

• Ability to self-start in assigned projects.

• Ability to think creatively in assigned tasks and to “think outside the box” while maintaining traditional standards within the work environment.

• Ability to use common office equipment including telephones, computers, fax machines, copiers, digital cameras.

• Strong interpersonal skills with the ability to relate to, communicate, and work with all types of people with tact/diplomacy in one-on-one or group settings. Ability to work in a team setting to accomplish park-related goals.

• Must understand and demonstrate the ability to align with the park district’s core values: Professionalism, Integrity, Quality, Leadership and Enjoyment of Nature.

3B. Essential Physical Demands and Working Environment:
• While performing the duties of this job, the employee is regularly required to communicate. The employee may regularly lift and/or move up to 25 pounds.

• While performing the duties of this job, the employee may occasionally be exposed to extreme outside weather conditions including temperature and precipitation.

• Certified in First Aid / CPR

CONDITIONS OF CONTINUED EMPLOYMENT:

• Must successfully complete a one-year probationary period.