



## Marketing & Social Media Assistant (Part-Time)

### Grand Park Sports Campus

Grand Park in Westfield, Indiana, is a planned youth and adult recreational sports Campus designed to become a family sports destination like no other. This thoughtfully-designed 400-acre sports campus features a full-range of championship-level outdoor facilities for baseball, softball and field sports including soccer, football, field hockey, lacrosse and three indoor sports facilities designed for year-round play. The entire Sports Campus is surrounded by dining, retail and entertainment venues, all geared toward supporting and enhancing the family sports atmosphere and experience.

### General Definition of Work

Performs marketing, promotion, sponsorship activation, social media and event coordination for the Grand Park Sports Campus and related work as apparent or assigned. Work is performed under the supervision of the Marketing Coordinator. Work hours for this position are directly tied to the campus's event calendar and are subject to change. Weekend availability is required.

### Qualification Requirements

*To perform this job successfully, an individual must be able to perform each essential function satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable an individual with disabilities to perform the essential functions.*

### Essential Functions

#### Marketing & Social Media

- Develop marketing and communication strategy with measurable results
- Assist Marketing Coordinator with internal and external brand management
- Monitor, review and report on assigned marketing activity and results
- Implement communication plan on social media channels to increase engagement
- Conceptualize content ideas to promote the Grand Park Sports Campus
- Assist in graphic design for social media and email campaigns
- Assist in website updates
- Assist in multi-media generation and organization
- Perform any and all other duties as requested by Marketing and Sponsorship Coordinator

## **Knowledge, Skills and Abilities**

- Must be self-confident, resilient and possess a high energy level and enthusiasm;
- Must be a strategic and critical thinker who is dynamic, forward thinking, extremely analytical and well organized;
- Must have well-developed interpersonal skills and the ability to relate to a wide variety of audiences, demonstrating strong communication skills;
- Must possess a strong ability to manage one's own time and prioritize tasks;
- Expertise in developing social media strategy, email marketing campaigns, and content creation.
- Experience with inbound marketing (strategy, campaign development, tactical execution).
- CRM & marketing software experience, website skills.
- Proficiency in copywriting marketing promotions.
- Creative, organized, detail oriented.
- Proficiency Microsoft Office products, Photoshop, video editing and PowerPoint.
- Demonstrated effective communication and influencing skills with both verbal and written communication.
- Motivated and proactive with a positive attitude. Works with others as part of a team.

## **Education and Experience**

Relevant experience with measurable results in marketing, communications, media and public relations, or equivalent combination of education and experience. Experience with Adobe Creative Cloud preferred but not required.

## **Physical Requirements**

This work requires the occasional exertion of up to 10 pounds of force; work regularly requires sitting, speaking or hearing and repetitive motions, frequently requires standing and occasionally requires walking, using hands to finger, handle or feel and reaching with hands and arms; work has standard vision requirements; vocal communication is required for expressing or exchanging ideas by means of the spoken word and conveying detailed or important instructions to others accurately, loudly or quickly; hearing is required to perceive information at normal spoken word levels and to receive detailed information through oral communications and/or to make fine distinctions in sound; work requires preparing and analyzing written or computer data and operating motor vehicles or equipment; work has no exposure to environmental conditions; work is generally in a moderately noisy location (e.g. business office, light traffic).

## **Special Requirements**

Valid driver's license

**Please send all cover letters, resumes and writing samples to [tsidwell@westfield.in.gov](mailto:tsidwell@westfield.in.gov)  
No phone calls or drop off resumes will be accepted.**