

## MINNEAPOLIS PARK & RECREATION BOARD

### POSITION ANNOUNCEMENT:

#### PUBLIC INFORMATION & MARKETING MANAGER

**We're described as the Best Urban Park System in North America! Join Us!**

**THE POSITION:** Develop and implement a comprehensive communications and marketing plan for the Minneapolis Park & Recreation Board to increase public awareness of the services, programs, activities and accomplishments of the MPRB, and to encourage involvement by the constituencies and communities in Minneapolis, the Metro Area and the State.

**COMPENSATION:** \$65,000 - \$75,000, depending on qualifications, plus standard MPRB benefits package.

#### **PRIMARY RESPONSIBILITIES:**

- Develop communication strategies and materials for internal and external audiences, including developing publications and media releases; issues management and public information.
- Design and implement marketing campaign strategy with established goals and quantifiable results to further MPRB's base of support and reach out to new users.
- Develop informational pieces using a variety of media such as press and news releases, brochures, email, web sites, posters, newsprint and video.
- Supervise staff involved in public information, including volunteer programs, MPRB web page, government relations and the information / reception staff at MPRB Headquarters. Manage budget for section; manage and coach performance; ensure a respectful work environment.
- Manage media relations; establish and maintain liaison with media representatives; coordinate public service announcements and press releases; serve as spokesperson for MPRB on inquiries from the public; act as primary media source for statistics, history, description of projects and services; arrange appearances by department staff; arrange for site visits by media; set up media briefings; distribute news releases and articles.
- Advise MPRB staff in communications plan and public presentation techniques and approaches so that the MPRB has a consistent, clear and inviting message.
- Track and report all media contacts and coverage; evaluate and recommend revised public relations policies and procedures.

## **REQUIREMENTS:**

**Education:** Bachelor's Degree in Journalism, Mass Communications, Public Relations, Marketing or closely related field. A graduate degree is preferred.

### **and**

**Experience:** Minimum of five years professional level experience directing a comprehensive communications program in a complex organization that has included publications, media relations, public information campaign planning, issues management and/or marketing.

## **DESIRABLE QUALIFICATIONS:**

- Considerable knowledge of communications, media and public affairs with understanding of the most effective communications media and vehicles.
- Knowledge of public sector values and efforts to improve services to the public.
- Thorough knowledge of data practices constraints and obligations;
- Superior skills in strategic analysis, practical planning and implementation; organization and task assignment; motivation and supervision; interpersonal interactions; written and oral communications; media relations; working with elected officials, staff and public; organizational leadership with the ability to perform effectively in a med-size complex municipal organization

**APPLICATION PROCESS:** Send resume, letter of interest and details regarding experience to: ***(On-line email applications preferred)***

Mary Page, Human Resources Manager  
Minneapolis Park & Recreation Board  
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Minneapolis MN 55411  
612-230-6411  
Email: [mpage@minneapolisparcs.org](mailto:mpage@minneapolisparcs.org)  
Web site: [www.minneapolisparcs.org](http://www.minneapolisparcs.org)

***Applications accepted through Friday, July 8, 2005.***