Senior Recreation Leader, Digital Marketing Assistant/Contract Instructors (part-time, temporary)
$18.86 - $22.92 per hour (depending on experience)
Open Until Filled

The Community Services Department seeks a part-time Senior Recreation Leader to work as a Digital Marketing Assistant and assist with oversite of our contract instructors.

The Position: Under direction of the Marketing Recreation Coordinator, the Senior Recreation Leader will be responsible for developing compelling and relevant content for social media, City of Pleasanton managed websites, e-newsletters and other digital content such as but not limited to Facebook, Instagram, Twitter, and others.

This position may also serve a key contact for most of our contract instructors who run a wide variety of classes during the school year as well as our popular summer camp activities.

Typical Duties:

- Develop, implement and coordinate the day-to-day content plan for all social media outlets including Facebook, Twitter, YouTube, Instagram, Pinterest and others. Create video content for the same media outlets
- Update the City of Pleasanton website and related websites
- Develop creative social media campaigns, contests and content to grow followers and engagement
- Assist with email marketing efforts, including Mailchimp data bases
- Work closely with the Recreation Coordinator and the Administrative team along with recreation staff on other City of Pleasanton marketing projects such as the "activity guide"
- Support events and programs
- Help to maintain photography library and actively collect new photography for use in marketing
- Assist with general office duties and marketing fulfillment as needed
- Maintain a well-informed working knowledge of the City of Pleasanton programs, facilities and services provided to the residents
- Maintain and monitor metrics that will be able to track the impact and growth of digital marketing of the District
- Attend community events as time allows and as may be assigned to promote the City of Pleasanton
- Must have and demonstrate excellent customer service skills to both inside and exterior customers
- Creating and conducting patron surveys, both in person and online
- Serve as an additional contact for contract instructors

(over)

- Assist with contract instructor payments and any additional needs they may have
- Perform other tasks as required

The ideal candidate will:

- Graphic Design and/or photo editing experience a plus
- Photography, and photo editing experience a plus
- Creating and editing video essential
- User knowledge of the following software: Microsoft Office applications and Internet/Email
- Knowledge in HTML and website CMS systems a plus
- Excellent writing skills, including a strong command of grammar, usage and vocabulary. Must be able to carry out oral and written instructions.
- Experience with and understanding of social media outlets and marketing tactics i.e.: Facebook, Twitter, etc.
- Ability to think and write creatively and work in a fast-paced environment, recommend new ways to market the Department
- Well-organized, self-motivated and proactive
- Ability to interface with staff to build consensus, achieve goals, and leverage resources. Communicate clearly and concisely, both orally and in writing
- Organize own work, coordinating projects, setting priorities, meeting deadlines and following up on assignments with a minimum of direction
- Ability to prioritize and handle simultaneous projects with multiple partners
- Ability to meet deadlines and stay at/under budget
- Possess excellent customer service skills and a professional appearance and demeanor

The Selection Process: Applications will be reviewed by the Recreation Coordinator and Recreation Supervisor as received. The most qualified applicants will be invited for an interview. A reference check will be conducted prior to making an offer.

Prior to starting employment, the selected applicants must provide a copy of a certificate showing that he/she has undergone and successfully cleared a tuberculosis test within the past two years, or undergo a tuberculosis test arranged by the City. Applicants selected for the positions will be required to undergo and successfully pass fingerprint checks by the City prior to starting employment. Applicants under age 18 must provide a copy of a current work permit prior to starting employment.

If you are interested in these positions, please complete the City Application available at http://www.cityofpleasantonca.gov/gov/depts/hr/jobs/default.asp

If you have questions about this position, you may contact Dan Villasenor at dvillasenor@cityofpleasantonca.gov or (925) 931-5348.

The Division: Digital Marketing is a program under the Civic Arts Division of the Community Services Department. The Civic Arts Division includes management of the Firehouse Arts Center and the Amador Theater; the Alviso Adobe, all other community facility rentals, and the marketing division.