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Community Development Intern; Recreation and Marketing

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Department: Community Development  
Reports to: Community Development Manager  
FLSA Overtime Status: Non-Exempt  
**Grade: None - \$15.00/hr, 20 hours per week**  
Revision Date: January 31, 2022

**OBJECTIVE**

Assists the Community Development Manager with the implementation, coordination of outdoor recreation programs, special community events and marketing as directed.

This is a part-time hourly (non-exempt) position. Attendance at evening, weekends and/or holidays is required when activities fall on those days. Hours in the office are to be adjusted to accommodate evening events and are not to exceed 20 hours without prior authorization.

**SCOPE**

The Community Development Intern; Recreation and Marketing works under the direction of the Community Development Manager.

**ESSENTIAL FUNCTIONS**

This job description indicates the normal type and level of work expected of the incumbent. Incumbent may be asked to perform other duties as apparent or assigned.

*Recreation*

1. Supervises city recreational programs.
2. Participates in and is present at all sponsored events.
3. Promotes recreational and community programs through social media, advertisements, flyers, coordination with media outlets etc.
4. Coordinates recreational and community activities with other community groups and organizations such as businesses, churches and schools.
5. Operates within the yearly budget for recreation programs in coordination with the Community Development Manager.
6. Provides written or verbal updates at Park Board and City Council meetings as requested.
7. Prepares an annual report listing all recreation activities for the year along with participation numbers.
8. Evaluates programs on an on-going basis for community interest and recommends changes or proposes new programs as needed.

9. Establishes and maintains a strong base of volunteers to assist with larger community events.
10. Plans, coordinates and implements other employee/community events as needed.
11. Develops an event sponsorship plan for approval by the Community Development Managers.
12. Implements the approved event sponsorship plan.
13. Identifies and purchases necessary supplies and equipment for recreational and community programs with approval from Community Development Manager.
14. Oversees the proper maintenance and inventory of all recreational and community program equipment.
15. Oversees the safe care, operation, and maintenance of all equipment and facilities used by recreation department.

#### *Marketing*

1. Develop and implement a communications strategy utilizing multiple media platforms to communicate the objectives outlined by Mayor, City Council and the Dept Heads for the City to the Community.
2. Interact with city residents, businesses owners, department personnel and public officials to provide information relating to recreation programs, community events, and development opportunities.
3. Identify and implement media strategies for the advertisement of recreation programs, community events and development opportunities.
4. Collaborate with the Technology Services Manager to manage the City website and other social media outlets.
5. Conducts outreach and community engagement activities to build community pride.
6. Respond to citizen complaints and inquiries.
7. Fundraise and write grants to supplement the costs of programs and events.
8. Develop Splash Park Event marketing in collaboration with the Community Development Intern; Splash Park Coordinator.

#### **MINIMUM QUALIFICATIONS**

Graduation from or currently enrolled in a college program working toward a degree in communications, public relations, community development, recreation/physical education or related field, supplemented by experience in communications, public relations, recreation/program management experience; or any combination of training and experience which provides the desired knowledge, skills, and abilities. Past experience in managing communication and/or recreation programs for other cities will be given additional consideration. CPR and First Aid Certification will be required and provided by the City of Princeton.

## **KNOWLEDGE, SKILLS AND ABILITIES**

Skill in reading, writing, and speaking English proficiently, in organizing and prioritizing work, operating computers and all other job-related equipment.

Ability and willingness to work a flexible work schedule; Possess a valid motor vehicle operator license; Strong knowledge of Microsoft Word and Excel; open to new ideas and have the innovation to identify and design new programs; Knowledge of life-safety issues related to recreation programs; Ability to maintain effective working relationships with all department heads, city officials and other organizations; Ability to deal tactfully and responsively to changes in programming due unforeseen circumstances; Ability to deal courteously with the public.

Knowledge of community communication as well as recreation work and administration; Knowledge of budget principles; Ability to develop and implement well-rounded communication strategies and recreational and community programs; Ability to supervise several volunteers and workers engaged in varied tasks simultaneously; Ability to safely operate and maintain all departmental equipment, and to train others in the same; Ability to accurately prepare written reports; Ability to effectively promote recreational and community programs; Ability to understand and follow oral and written instructions; Ability to establish and maintain effective working relationships with other city agencies and departments, city officers and employees, and the general public; experience managing a website and multiple social media platforms; Working knowledge of photographic and video recording equipment and the ability to edit photo and video content for electronic distribution.

## **EQUIPMENT**

Standard office equipment including but not limited to computers, calculator, copier, telephone.

## **WORKING CONDITIONS**

Work is performed in both an office and outside environment. There is extensive attention to detail.

## **PHYSICAL REQUIREMENTS**

Climbing, balancing, stooping, kneeling, crouching, crawling, reaching, standing, walking, pushing, pulling, lifting, fingering, grasping, feeling, talking, hearing, seeing, repetitive motions.

**Light Work:** Exerting up to 20 pounds of force intermittently.

## **ADA CONSIDERATIONS**

The City is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the City will provide reasonable accommodations to qualified individuals with disabilities, and encourages both prospective and current employees to discuss potential accommodations with the employer.