



NOW HIRING

Marketing Coordinator Village Links Golf Course/Reserve 22

DESCRIPTION:

The Village of Glen Ellyn is seeking to hire a part-time Marketing Coordinator for the Village Links Golf Course and Reserve 22 Restaurant and Banquets facility. The primary duties of this position is to manage the marketing plan and execute strategies to maximize revenues by promoting a positive image of the Village Links and Reserve 22 Restaurant and Banquet Facility within and outside the community.

ESSENTIAL FUNCTIONS:

- Implement and execute the sales, marketing, and public relations plans and strategies.
- Promote facility-related activities using newsletters, local media outlets, direct mail, email, social media, website, etc.
- Assist in developing and implementing advertising and sales materials consistent with an overall branding strategy.
- Work collaboratively with outside consultants and design professionals to effectively implement a multi-faceted marketing and advertising plan.
- Build and maintain positive relationships with media, CVB, golf associations, wedding planners, local businesses, civic groups, local hotels, the Chamber of Commerce, Alliance of Downtown Glen Ellyn, etc. in order to promote group outings, special events, and banquet/restaurant bookings.
- Manage the Village Links and Reserve 22 Restaurant and Banquet Facility social media pages.
- Develop and execute informational and event-driven email marketing campaigns
Update and maintain website(s) to promote events and to market Village Links and Reserve 22 Restaurant and Banquets facilities.
- Identify new business opportunities and create strategies to act on opportunities.
- Develop and maintain knowledge of current and projected industry developments through continuous attention to marketing and industry-related trade associations, and community interaction.
- Conduct periodic market research to provide information essential for revising current programs that would enhance the facility's competitiveness in the marketplace.
- Works collaboratively with management and staff to communicate and prepare for upcoming

events.

- Reviews customer feedback and coordinate public relations efforts.
- Coordinate all requests for donations/gifts and promotional items for community group and charity events.
- Review and analyze internal and external market information, which reflects customer purchases, facility usage, and overall satisfaction with Links products and services; monitor and track results of marketing and sales efforts.
- Assure the efficient and timely submission of all required operational, financial, budgetary and related marketing and sales reports as required by Village management and/or Boards and Commissions.
- Periodically review the marketing plan to evaluate and communicate need for change.
- Participate in scheduled staff and management meetings, and represent the Village at community events and meetings.
- Develop memorandums and reports, and give public presentations as needed.

QUALIFICATION REQUIREMENTS:

- Bachelor's degree in marketing, business, or related field.
- Minimum of three (3) years of marketing experience with a strong background in communications and events. Knowledge and experience within the hospitality and golf industries a plus.
- Ability to think creatively and innovatively with strong writing skills.
- Ability to maintain a positive attitude, and professional demeanor and appearance when working with the public.
- Demonstrated experience and capability in the areas of budget development, fiscal management, sales, digital marketing, website management, and community relations
- Ability to use market research and sales methodologies, in addition to public relations principles and practices.
- Advanced organizational skills and detail oriented.
- Demonstrates exceptional follow-through.
- Ability to comprehend, retain and apply Village, State, and Federal policies and legislation, i.e. Village ordinances, procedure manuals, etc.
- Ability to work independently, but also function as part of a team.
- Advanced computer proficiency with MS Office and related software.
- General office equipment (calculator, copier, telephone, etc).
- Experience with design software (Adobe Creative Suite, Microsoft Publisher, etc.), a plus.

WORK SCHEDULE: Flexible; the position is budgeted for 18 hours/week (< 1,000 hours/year).

SALARY/BENEFITS: The starting pay offered for this part-time, non-exempt position is +/- \$30.00/hr DOQ (Pay Grade: G) with no additional fringe benefits.

HOW TO APPLY:

1. Interested candidates should submit a resume and cover letter to vgeresume@glenellyninfo.org. **Hard copies (faxed, mailed, hand-delivered) of resumes will be declined.**
2. Applicants must indicate **(Job ID: #10-18 –Marketing Coordinator)** in the subject line of their e-mail.
3. The selected finalist will be required to successfully pass a pre-employment criminal background check, reference check, and a post-offer medical physical with a drug screen.
4. The position is open until filled. **First review of resumes will begin on April 27, 2018.** *Candidates requiring reasonable accommodations under the American Disabilities Act should contact Human Resources at 630 469-5000.*

THE VILLAGE OF GLEN ELLYN IS AN EQUAL OPPORTUNITY EMPLOYER