



Communications and Event Specialist (Staff Services Coordinator)

Stanislaus County Parks and Recreation

\$81,993 - \$99,652 Annually

Apply by August 26, 2024

Stanislaus County
now offers an employee
bonus worth up to
\$10,000 or **21**
additional days of
leave time!*

*See inside for details



STANISLAUS COUNTY
PARKS & RECREATION

THE POSITION

The Communications and Event Specialist (Staff Services Coordinator) oversees all communications, marketing activities, special events, and recreation programs for Stanislaus County Parks and Recreation. Reporting to the Department Head, this role will develop and implement marketing strategies to promote Parks and Recreation facilities and programs, manage promotional materials, signage and branding, prepare marketing reports, develop and distribute the department newsletter, serve as the department's Public Information Officer (PIO), write press releases and conduct or assist with press interviews. Additionally, this role will be responsible for developing and coordinating summer recreation programs and annual community park events, including engaging local businesses interested in hosting events at our parks, managing event operations and coordinating efforts between the County, partner agencies and volunteers to ensure successful events.

To be successful in the role of Communications and Event Specialist, you should possess excellent verbal and written communication skills, coupled with a creative mindset to develop engaging marketing campaigns. Strong organizational abilities and keen attention to detail are essential for managing multiple projects and ensuring consistency in all materials. You should be adept at building and maintaining positive relationships with team members, stakeholders, and local businesses, and have the strategic thinking necessary to align marketing efforts with departmental goals. Proactivity, sound judgment, and strong decision-making skills are crucial, as is the ability to work both independently and collaboratively. Experience in event management, particularly in coordinating with businesses, will be highly beneficial. Additionally, adaptability, technical proficiency with marketing tools and social media platforms, and a strong customer service orientation are key attributes that will help you excel in this role.

PARKS *enrich* LIVES THROUGH OUTDOOR *experiences* THAT *inspire* LIFETIMES,
PROMOTING *health* AND *wellness*.

ABOUT THE DEPARTMENT

The department maintains five regional parks that include two reservoirs, two off-highway vehicle (OHV) parks and four campground areas, twelve neighborhood parks, ten community parks, four cemeteries, two bridges, La Grange historical areas, five fishing access points along rivers and lakes, one swimming pool, one organized youth camp, and numerous acres of open space and river bottom.

Our goal is to continue park improvements that maximize use of open space, meet the needs of a diverse community, and engages the public in outdoor recreation that provides a positive, all-inclusive experience for people to enjoy the outdoors.



*Scan the QR code to
learn more about the
Department of
Parks and Recreation*





TYPICAL TASKS

- Develop and implement strategic plans to market the Parks and Recreation Department and create awareness of parks and opportunities.
- Engage and solicit promoters to hold events at county parks.
- Coordinate and review event applications, ensuring alignment with department goals and strategic plans.
- Manage both community and special events from start to finish including negotiating contract agreements, reviewing event operations plans, coordinating with park managers, ensuring compliance and permitting with all County agencies including California Environmental Quality Act (CEQA) compliance, coordinating with vendors, etc...
- Act as the department Public Information Officer (PIO), draft press releases and speak with media and/or prepare Director to interview with media.
- Manage the approved Parks and Recreation brand reputation by communicating and training department staff, ensuring all department correspondence includes brand.
- Manage/oversee recreation programming in our Community Parks and the RecVan program, operated by the Police Activities League (PAL).
- Coordinate partners and staff to plan and work at County events and provide supervision to participants during events.
- Recruit sponsors, volunteers, donors, and other participants.
- Create and monitor Operations Plans that include all activities and contingencies for events.
- Develop scope for Requests for Proposals and negotiate agreements.
- Assist in budget preparation and monitoring for department programs and events.
- Act as website administrator to develop, manage, monitor, and maintain the website's content.
- Research and create strategies around social media advertising to enhance advertising and branding strategies.
- Gather and prepare organizational performance information and prepare annual reports.
- Analyze park industry trends and make recommendations to department leadership.
- Work collaboratively with partners and other community-based organizations by establishing and maintaining cooperative relationships with representatives of the community.
- Supervise, assign, and review the activities of the employees engaged in program activities.
- Represent the department and present to local organizations such as Chambers, Visitor's Bureau's, Rotary Clubs, etc.
- Prepare correspondence and reports.
- Prepare Board Agenda Items based on area of responsibility.
- Prepare and make presentations to the Board of Supervisors.
- Research and develop recommendations for fee proposals based on research and comparable agency data.
- Complete special projects and other duties, as assigned.

*Apply today to join our team & make a difference in
Stanislaus County*

For the full job
posting,
scan the QR code



MINIMUM QUALIFICATIONS

KNOWLEDGE

Administration and Management
Administrative and Office Procedures
Communications and Media
Computers and Electronics
Consumer Behavior Patterns
Customer Service
Economics and Accounting
English Language
Psychology
Sales and Marketing

SKILLS / ABILITIES

Active Listening
Budgeting and Financial Management
Complex Problem Solving
Critical Thinking
Fluency of Ideas
Graphic Design and Layout
Judgment and Decision Making
Learning Strategies
Marketing
Oral Comprehension
Oral Expression
Persuasion
Planning and Coordination
Public Speaking
Reading Comprehension
Risk Management
Social Media
Social Perceptiveness
Strategic Planning
Team Leadership and Collaboration
Time Management
Written Comprehension
Written Expression

EDUCATION & EXPERIENCE

- Graduation from an accredited four-year college or university with a Bachelor's degree in Public or Business Administration, Communications, Marketing or Public Relations, or a closely related field; AND
- Two (2) years professional experience in communications, public relations, graphic design, marketing, advertising, professional multimedia communications or related experience.

Progressively responsible experience can substitute for education on a year for year basis.

LICENSE

- Applicants must possess and maintain a valid California Driver's License and remain free from repeated preventable accidents.

Proof of education will be required for verification purposes at the time of application. Applicants who are unable to submit proof must call (209) 525-6832 to make other arrangements by application deadline. Failure to submit proof will result in disqualification.

DESIRABLE QUALIFICATIONS

In addition to the minimum qualifications, applicant screening may focus on the following desirable qualifications.

Please list any of these qualifications you may have within the "Duties" section of the online application.

One (1) year experience in the following:

- Experience in Public Sector or working with government agencies; OR
- Social media administration; OR
- Using graphic design software to create flyers, digital communication pieces, reports, advertisements, and marketing collateral; OR
- Budget preparation and administration; OR
- Recreation and/or event planning (education in recreation can substitute for experience).





**STANISLAUS
COUNTY HUMAN
RELATIONS**

Take Your Place.



JOIN OUR TEAM and receive a bonus worth **UP TO \$10,000** or 21 additional days of leave time!*

*EMPLOYEE CHOICE BONUS PLAN ALLOWS ELIGIBLE EMPLOYEES TO RECEIVE A BONUS WORTH \$5,000-\$10,000 OVER THREE ANNUAL INSTALLMENTS

YOU CHOOSE: One month's worth of

Scan the QR code with a camera app to watch the Employee Choice Bonus Plan video!



Cash Payout

Redo that kitchen or paydown debt.

It's all yours.



Leave Time

Take a little extra time off and enjoy yourself.

You've earned it.



Deferred Compensation

Reduce some taxable income and receive it later.

Why not?



**STANISLAUS
COUNTY HUMAN
RELATIONS**

Take Your Place.



clubwellness
myclubwellness.org

Employee Choice Bonus Plan

UNDERSTANDING THE DETAILS



JOIN OUR TEAM BY JUNE 30TH, 2025 TO BE ELIGIBLE!

The following Employee Choice Bonus Plan is designed to allow eligible employees, current active full-time employees or those hired full-time on or before June 30, 2025, to choose one of the three bonus incentive options (one-time option, non-revocable) they would like to receive:



Option 1 BONUS CASH PAYMENT

(Default if employee declines to make a choice)

- One month of salary (168 hours) paid in cash over three annual installments at the highest step or top of band of the classification held by the employee at each vesting date.
- Minimum amount of each payment will be \$1,666.67 and a maximum payment of \$3,333.37 (base hourly rate of pay for the classification multiplied by 56). The amount of each payment may change depending upon an employee's individual circumstances.
- Total minimum amount received will be \$5,000.01 and maximum will be \$10,000.02 paid over three installments.
- Applicable taxes will be applied and withheld.



Option 2 BONUS LEAVE TIME

- 168 hours of bonus leave time allocated within three annual installments.
- Bonus Leave Time would be administered in the same capacity as standard vacation including compensation rate, request and approval, and reporting expectations.
- Bonus Leave Time will have no cash value and cannot be cashed out at resignation, termination, or retirement.
- Must use the bonus leave time prior to the expiration date, as there is no carry over after the bonus leave time expires.



Option 3 BONUS DEFERRED COMPENSATION CONTRIBUTION

- One month of salary (168 hours) paid over three annual installments into the employee's Nationwide Deferred Compensation account at the highest step or top of band of classification held by the employee at each vesting date.
- Minimum amount of each payment will be \$1,666.67 and a maximum payment of \$3,333.37 (base hourly rate of pay for the classification multiplied by 56). The amount of each payment may change depending upon an employee's individual circumstances.
- Total minimum amount received will be \$5,000.01 and maximum will be \$10,000.02 paid over three installments.
- Applicable taxes will be applied and withheld.

Eligibility for Employee Choice Bonus Plan



- Must be an active full-time employee on each vesting date and during the pay period of the payment date to receive each payment.
- Full-time employees on an unprotected unpaid leave on the vesting date are ineligible for that specific payment.
- Employees that separate from full-time service prior to a vesting date will no longer be eligible for that specific payment.
- Employees that receive one or two payments, separate from full-time service and then return to full-time service are excluded from eligibility to receive further payments of any kind.
- Employees that leave full-time service prior to receiving any payments, and then return to full-time service on or before June 30, 2025, are eligible to receive future payments in accordance with their new hire date.



COMPENSATION & BENEFITS

Approximate Annual Base Salary:
\$81,993 - \$99,652 Annually

The County of Stanislaus provides a competitive and comprehensive benefits package for regular full-time County employees including:

- Excellent retirement benefits (2% at approximately age 62 formula)
- Medical, dental, vision, and basic term life insurance plans
- Two weeks annual vacation upon entering County service
- 16 additional vacation hours annually
- 96 hours of sick leave annually
- 12 paid holidays annually
- Optional participation in Flexible Spending Account programs
- Optional Supplemental Life & AD&D insurance plans
- Employee Assistance Program

Details available upon request



RECRUITMENT INCENTIVES:

Employee Choice Bonus Plan:

Stanislaus County now offers an employee bonus worth up to \$10,000 or 21 additional days of leave time! Visit stanjobs.org for details.

Career Ladders:

We offer valuable tools to help plan your career with Stanislaus County. Find ways to grow and develop within the organization— from Accounting to Public Safety to IT.

Learning Institute:

Whether you're a new employee or looking to acquire new skills, our Learning Institute offers a chance to take on new challenges and ways to consistently hone and improve skills.

WELLNESS BENEFITS

The Mission of Club Wellness is to facilitate and encourage the "good health" of the county workforce.

"Good health" is a state of complete physical, social and mental well-being, and not merely the absence of disease or infirmity; health is a resource for everyday life, not the object of living, and is a positive concept emphasizing social and personal resources as well as physical capabilities. The program seeks to increase awareness and knowledge of all employee benefits, nurture a team spirit and positive health behaviors, to motivate employees to adopt healthier habits and to provide opportunities and a supportive environment to create positive lifestyle changes.



CLASSIFICATION INFORMATION

Unless otherwise provided, this position is part of the Classified Service of the County and assigned to the Mid-Management / Supervisory Bargaining Unit for labor relations purposes.

APPLICATION PROCEDURES/FINAL FILING DATE: APPLY BY AUGUST 26, 2024

Oral Examinations are tentatively scheduled for the week of September 9, 2024.

Applications cannot be submitted later than 5:00 p.m. on the final filing date. Make your online application as complete as possible so a full and realistic appraisal may be made of your qualifications.

Resumes will not be accepted in lieu of a completed application.

Attaching your resume and cover letter are an optional feature for those who wish to do so in addition to completing the required application. Information on your resume and cover letter will not substitute for the education, work experience and required fields on the County application. The online County application is the primary tool used to evaluate your job qualifications.

RECRUITMENT ACCOMMODATIONS

Arrangements may be made to accommodate disabilities and religious convictions. Applicants requiring testing accommodations are required to complete and submit the Testing Accommodations Request Form prior to the test administration date. Special arrangements for religious convictions should be included in the "Additional Information" section of the application form.

GENERAL QUALIFICATIONS

- Pass County-paid pre-employment job-related background investigation.
- Perform job duties in a manner assuring a safe working environment for oneself and others.
- Maintain confidential information according to the legal standards and/or County regulations as required.

APPLICATION AND/OR EXAMINATION APPEAL RIGHTS

Application and/or examination results may be appealed by applicants presenting facts alleging irregularity, fraud and/or error in application screening or in exam scoring. Appeals must be in writing and submitted to the Chief Executive Officer within seven (7) days after the examination results are mailed.

DISCLAIMER

Stanislaus County reserves the right to revise the examination plan described in this flyer to better meet the needs of County service. The provisions of this bulletin do not constitute an express or implied contract. Any provision contained in this bulletin may be modified or revoked without notice. The information contained in the bulletin is information which sets forth a general summary of benefits for this respective position. This information is not legally binding. The benefits and other information regarding this position may be found in the Stanislaus County Code, the Stanislaus County Personnel Policies manual, or in the applicable Memorandum of Understanding(s), and such information prevails over information contained in this flyer. Questions regarding this bulletin may be directed to the Stanislaus County Chief Executive Office/ Human Resources.