



JOIN AN AWARD-WINNING ORGANIZATION

DIRECTOR OF BRAND STRATEGY AND COMMUNITY ENGAGEMENT

GLENVIEW PARK DISTRICT
GLENVIEW, ILLINOIS



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GLENVIEW PARK DISTRICT – GLENVIEW, ILLINOIS



This Park District seeks a strategic leader with district-wide responsibility for promoting programs, facilities, and services that enrich the lives of residents. Develops and executes comprehensive marketing, branding, and outreach strategies that increase awareness, participation, and community engagement. The Director collaborates with internal teams, local stakeholders, and community groups to understand diverse needs and promote access to facilities and programs. Monitors participation trends, marketing data and solicits customer and resident feedback. Oversees brand identity and storytelling efforts that demonstrate the organization’s impact and value as a vital community resource. Develops and fosters relationships with local government agencies, businesses, civic organizations, the media, and the general public. Serving as the primary steward and ambassador for the voice of the Park District, the Director ensures consistent, transparent, and inspiring communication across all channels—including website, digital platforms, social media, and print materials. Accountable for profit and loss of assigned area and generating revenue through solicitation of sponsorships. Supervisory responsibility for four (4) full-time staff, part-time staff, in addition to marketing-related interns and external consultants.



Apply online at glenviewparks.org. Click Jobs at the top of the page.



ABOUT THE GLENVIEW PARK DISTRICT

The Glenview Park District covers over 861 acres and includes 12.6 miles of walking trails. We manage and preserve our community’s most precious lands that possess both natural and cultural significance. Annual attendance exceeds 1.37 million visits and nearly 92% of residents rate the District positively.

The District’s facilities include an award-winning community ice center, a National Historic Landmark and accredited arboretum, two outdoor aquatic centers, an 18-hole golf course, a 9-hole golf course, a tennis club, a health and fitness center and Historic Wagner Farm – an educational destination welcoming nearly 70,000 visitors annually.

OUR HONORS AT A GLANCE



NRPA Gold Medal Finalist — 2026, 2025, 2024, 2019 & 2009



CAPRA Accredited (2023)



IAPD/IPRA Distinguished Accredited Agency — 2024 & 2018



IPRA Best Workplace Award — 88.6% employee satisfaction



IPRA Champions for Change Award (2023)



PDRMA Level-A Accreditation for Safety & Risk Management



ESSENTIAL FUNCTIONS

- Provides dynamic leadership and direction in the design and implementation of an overall marketing, communications, and public relations plan for the entire organization (analyzes data, identifies target markets, creates strategic marketing plan to reach those markets, and executes plan to accomplish overall objectives).
- Works cooperatively with all facilities and department managers to lead the development, implementation and evaluation of site and/or program-specific annual marketing plans (to include data analysis, strategy, tactics, and benchmarks to measure success).
- Establishes and maintains set of standards to promote a consistent brand image in the development of communication and promotional materials.
- Develops programs for ongoing customer feedback for use in evaluating marketing needs
- Oversees the development, solicitation, and execution of sponsorship opportunities district-wide.
- Provides creative direction and manages the quality, content, design, and image of all marketing and communication projects and products including the organization's website, brochure, logo usage, print media, newsletters, videos, photography and advertising.
- Oversees, schedules, and manages marketing department workflow in an efficient manner. Hires freelancers as necessary to assist with overflow projects, etc.
- Develops and coordinates media interest in the organization, develops relationships and regular contact with media, and assures appropriate response to media requests.
- Develops community and corporate relationships, public good-will and potential marketing opportunities.
- Presents and organizes community outreach strategies and delivery and collection of information from community outreach

FIRST-YEAR INITIATIVES

- Plan and implement celebrations, promotions and historical articles for the Park District's 100-year anniversary in 2027.
- Support and promote engagement and online presence for strategic plan, comprehensive master plan and Gallery Park master plan development.
- Work with consultants to conduct marketing and social media ecosystem assessment.
- Lead the transition to a centralized District-wide social media and communications model, ensuring all departmental social media activity is coordinated through the Marketing Department for brand consistency, strategic alignment, content quality and risk management.
- Partner with departments to gather content, understand program needs, preserve authentic departmental voices and provide clear guidance while establishing appropriate oversight and approval processes.
- Update District-wide communication plan.
- Support and promote activities around new registration software implementation.
- Refresh District website and ensure compliance with Web Content Accessibility Guidelines.



WHY JOIN US?

This is a rare opportunity to serve as the strategic marketing professional of a nationally recognized, mission-driven organization. You will work alongside a collaborative leadership team, a supportive Board of Commissioners and community, with a staff culture that has earned Illinois' top park district workplace designation. Our facilities include an award-winning community Ice Center, an indoor Tennis Club, The Grove National Historic Landmark with an interpretative center and nature trails, Historic Wagner Farm, two outdoor aquatic centers, an 18-hole and a 9-hole golf course, paddle tennis courts, a health and fitness center, and Park Center—a popular recreation center housing a health and fitness center, senior center, preschool, indoor pool, gymnasiums and recreational program space.

You won't just lead marketing here—you will help shape the voice, visibility, and community connection behind one of the most dynamic, community-centered park districts in the state.

QUALIFICATIONS

- Bachelor’s degree in marketing, communication, business, or other related field required.
- Minimum of 5 years’ related progressive supervisory, marketing, sponsorship and public relations experience
- Advanced knowledge of marketing and advertising principles and concepts.
- Sound skills in planning, project management and attention to detail.
- Strong communication and presentation skills (verbal & written) and high level of business acumen.
- Excellent time management skills with a proven ability to meet deadlines and manage staff & vendors to do same.
- Ability to write content and evaluate graphic layout.
- Knowledge of web page design and ability to refresh content.
- Knowledge of and skill in data collection, surveys, analysis and measurement methods.
- Knowledge of other technology tools and sources useful in performing marketing activities.
- Licenses: Valid Illinois driver’s license required.

SCHEDULING & COMPENSATION

- Full-time, year-round, salaried supervisory position.
- Core hours: Monday–Friday, 8:30 a.m.–5:00 p.m., with some evening and weekend work as required.
- Target hiring range: \$ 117,259-\$130,000 DOQ.
Full pay range: \$ 117,259- \$164,162.

BENEFITS WE OFFER

- Medical Coverage (PPO or HMO), Dental, Prescription, and Vision Coverage
- Life Insurance (basic and voluntary)
- Short- and Long-Term Disability (IMRF)
- Pension / Defined Benefit Plan (IMRF)
- 457 Plan / Defined Contribution Plan Flexible Spending Accounts
- Paid Time Off & Paid Emergency Leave
- Tuition Assistance
- Professional Membership Dues Reimbursement
- Park District Facility Discounts and Usage Benefits

HOW TO APPLY

- Apply online at glenviewparks.org — click “Jobs” at the top of the page.
- Questions? Contact Lianna Caro at Lianna.Caro@glenviewparks.org.

