



## CONNECTICUT RECREATION & PARKS ASSOCIATION

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### **Program and Marketing Coordinator Job Announcement**

Are you looking for an opportunity to showcase your marketing and organizational skills in a fun, collaborative, and fast-paced environment? Are you a self-initiator that can work independently but would also thrive in a team-oriented work environment that is fast paced and challenging? Does advancing our organization's mission of promoting active lifestyles, livable communities and enhanced quality of life for Connecticut's communities excite you?

The Connecticut Recreation and Parks Association, Inc. (CRPA), a 501(c)(3) non-profit located in Newington, CT, is seeking a full-time, 35 – 40 hour-per-week Program and Marketing Coordinator who is efficient, organized, can multi-task, and adapt and problem-solve in a pinch. Our ideal candidate should be organized, resourceful, outgoing, a problem solver, capable of working independently, but also comfortable working in our close-knit team, and have excellent written and oral communication skills.

This position regularly assists the Executive Director and volunteer committees to develop external communications, marketing materials, and presentations (including print, website, and social media) to ensure the highest success of all association programming, advocacy, and publicity. Incumbent will develop educational programs and events within a set budget and be responsible for some accounting-related functions attributed to these programs and events. In-state travel as well as attendance at indoor and outdoor events of over 100 people are requirements of this position. Work hours may fluctuate with advanced notice.

Please submit your resume and cover letter to [val@crpa.com](mailto:val@crpa.com)

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**Connecticut Recreation and Parks Association, Inc.  
JOB DESCRIPTION**

**TITLE:** Program and Marketing Coordinator  
**REPORTS TO:** Executive Director  
**STATUS:** Exempt  
**HOURS:** Full-time, 35 - 40 hours  
**SCHEDULE:** Monday - Friday, 8:30 am - 4:30 pm (*hours may fluctuate with advanced notice*)  
**RANGE:** \$50,000 - \$55,000  
**BENEFITS:** Paid time off. Retirement package eligible after 1 year. Note: medical is NOT available

**GENERAL DESCRIPTION:**

The Program and Marketing Coordinator contributes to the execution of the association's comprehensive education and training regimen and marketing initiatives. Incumbent works closely with and regularly assists the Executive Director and volunteer committees to develop educational programs and events within a set budget. This position is responsible for some accounting-related functions attributed to these programs and events. Incumbent works closely with and regularly assists the Executive Director and volunteer committees to develop external communications, marketing materials, and presentations (including print, website, and social media) to ensure the highest success of all association programming, advocacy, and publicity. This position will perform other duties as assigned by the Executive Director. Statewide travel is required. Work hours may fluctuate with advanced notice. The position reports directly to the Executive Director.

**ESSENTIAL DUTIES:**

**Programming:**

- Coordinate and execute programs; evaluate and make recommendations for improvements and revenue growth
- Assist the Executive Director in the creation of new programs and events
- Assist in preparing program budgets and use independent discretion to control expenditures within budget parameters
- Organize, plan, and schedule meetings, and take detailed minutes as needed
- Develop content and create program descriptions for event flyers, brochures, and registration materials
- Create and distribute call for presenters and speaker agreement contracts for educational trainings and events
- Develop CEU request(s) and submit to appropriate committee(s) for approval
- Order program and event supplies, signage, materials, books, and food as needed
- Develop content for association's conference app and direct General Office Administrative Assistant to populate, update, and proof information as needed
- Create and maintain databases to track program and event participation
- Travel to offsite programs and events
- Coordinate and oversee the set-up and breakdown of offsite programs and events
- Coordinate and oversee registration process and manage volunteers at offsite programs and events
- Oversee the packing, shipping, and verifying Good Any Day consignment ticket orders
- Reconcile all final Good Any Day and Group consignment ticket returns and facility invoices

**Marketing:**

- Assist the Executive Director with the oversight, development, and distribution of association membership and legislative marketing materials and publications
- General graphic design (i.e. creation of logos, letterhead, signs name badges, event tickets, registration forms, and brochures)
- Create marketing emails for events, nominations, member notifications, and sponsorship opportunities
- Manage association's presence on social media (i.e. pre-event and during-event marketing)
- Take photos at events and upload to social media accounts when appropriate
- Develop content pertaining to events on the association's website (i.e. registration flyers, create online registration forms, sponsor information)
- Oversee association website sponsorships (i.e. marketing materials, renewals, sales, and sponsor content)

**Financial Management:**

- Maintain familiarity with association's financial policies, procedures, and budget and verify accuracy of expenditures for programs
- Complete debit card and reimbursement forms as necessary
- Manage check and credit card deposits

- Process credit card payments by hand (if necessary)
- Reconcile QuickBooks with event databases to ensure accuracy of records
- Assist with the collection of accounts receivable
- Assist the Executive Director in preparing the annual budget

**OTHER DUTIES:**

- Research and use independent judgement when responding to member inquiries, in a timely manner
- Communicate effectively with all members, volunteers, and association staff
- Manage workflow, ensuring that deadlines are met and work is completed correctly
- Use independent judgement to effectively prioritize tasks
- Generate memos, emails, letters, forms, and reports as needed
- Attend staff meetings as required
- In absence of the Executive Director, oversee General Office Administrative Assistant
- Receive direction from the Association’s Board of Directors and President during a long-term absence of the Executive Director
- Perform other duties as required

**CONFIDENTIALITY & CONDUCT:**

- Maintain confidentiality of all association records, databases, and information as appropriate
- Observe safe work practices
- Observe state traffic laws
- Represent the association in a professional and courteous manner at all times
- Personal integrity and commitment to honesty, equity, excellence, and innovation
- Regularly attends and is punctual for work

**QUALIFICATIONS PROFILE:**

- Knowledge of the principles and practices of event management
- Superior customer service and interpersonal skills
- Ability to collaborate and work with others in a group setting
- Ability to lead others
- Ability to read, write, and follow oral and written instructions in English
- Ability to analyze and interpret oral and written materials
- Ability to effectively research, present, and respond to questions
- Excellent organizational, verbal, and written communication skills
- Excellent time management skills and the ability to prioritize work
- Self-motivated, attention to detail, and ability to exercise good judgement, and independently solve problems
- Ability to multitask and work in a fast-paced office environment

**PHYSICAL/MENTAL REQUIREMENTS:**

- Ability to lift objects weighing up to 50 lbs. Must be mobile and able to sit and/or stand for prolonged periods of time. Able to perform skills requiring hand-eye coordination such as but not limited to using a computer and setting up tables and chairs.
- Ability to concentrate on fine detail with some interruption. Needs to attend to task/function for prolonged periods of time. Ability to understand and relate to specific ideas, generally several at a time, and to understand and relate to theories behind several related concepts. Able to remember task/assignment given at beginning of a period of time extending several days and over long periods of time.
- Ability to work professionally with co-workers, supervisors, and association members

**MINIMUM TRAINING AND EXPERIENCE:**

- Graduation from a college or university with a Bachelor's Degree
- Proficiency in MS Office Suite (specifically Word, Publisher, Excel, Access, PowerPoint)
- Knowledge of Google Work Space (i.e. drive, docs, sheets, forms, etc.)
- Knowledge of QuickBooks accounting software
- Knowledge of Canva
- Knowledge of social media platforms
- Previous experience working in an office environment or event management setting
- OR a relatively equivalent combination of experience and training

**LICENSE:**

- Statewide travel required; must have a valid driver’s license and reliable transportation

NOTE: The above description is illustrative of tasks and responsibilities. It is not meant to be all inclusive of every task and responsibility.