

Position Description

Job Title:	Temporary Communications Position (Unity Cup)	Revision Date:	May 13, 2019
Department:	Philadelphia Parks & Recreation	Hiring Manager:	Moria Miller, Strategy & Communications Manager
Hourly Rate:	\$15/hour	Application deadline:	June 14, 2019
Position Type	Temporary/Seasonal Employment; Three (3) Months in Duration		

Overview of City of Philadelphia

With a workforce of over 30,000 people, and opportunities in more than 1,000 different job categories, the City of Philadelphia is the sixth largest city in the United States and one of the largest employers in Southeastern Pennsylvania. As an employer, the City of Philadelphia operates through the guiding principles of service, integrity, respect, accountability, collaboration, diversity and inclusion. Through these principles, we strive to effectively deliver services, to resolve the challenges facing our city, and to make Philadelphia a place where all of our residents have the opportunity to reach their potential.

Agency Description

A World Cup-style tournament, the Philadelphia International Unity Cup unites the city's neighborhoods and celebrates its diverse immigrant communities through soccer. The brainchild of Mayor Jim Kenney, the Unity Cup became an annual tradition after its massively successful inaugural year in 2016. The tournament, organized by Philadelphia Parks & Recreation (PPR), begins in August and culminates in a championship match in mid-October. Last year, 52 teams of Philadelphians representing 52 countries from around the world, including a national team, competed in pool play games across the city, followed by a knockout series to determine the top two teams for the championship. All games are free for spectators.

Philadelphia Parks & Recreation (PPR) advances the prosperity of the city and the progress of her people through intentional and sustained stewardship of over 10,200 acres of public land and waterways as well as through hundreds of safe, stimulating recreation, environmental, and cultural centers. PPR promotes the well-being and growth of the City's residents by connecting them to the natural world around them, to each other, and to fun, physical, and social opportunities. PPR is responsible for the upkeep of historically significant Philadelphia events and specialty venues and works collaboratively with communities and organizations in leading capital projects and the introduction of inventive programming. To learn more about Philadelphia Parks & Recreation, visit us at www.phila.gov/parksandrec, and follow @philaparkandrec on Facebook, Twitter, and Instagram.

Position Summary

Philadelphia Parks & Recreation seeks a part-time employee to assist with the promotion and coverage of the 2019 Unity Cup soccer tournament. Responsibilities will include maintaining Unity Cup website content; brainstorming and writing posts for use on the tournament blog and newsletters; drafting content for Unity Cup social media accounts; writing press releases, media advisories, and talking points; and staffing tournament games (capturing photos and videos; posting live social media updates; ensuring games are

branded with collateral and banners). The person in this position will work collaboratively with members of the PPR communications team, as well as other department employees and partners.

The position will begin on August 1, 2019 and end on November 1, 2019.

Responsibilities

The Unity Cup communications employee will assist with:

- Implementing digital strategy and public engagement plans to support tournament goals.
- Drafting, updating, and editing web content on unitycup.phila.gov.
- Brainstorming and composing stories for use on blogs, newsletters, and social media.
- Social media administration, including brainstorming and creating content, and scheduling posts for social media; monitoring partner accounts and sharing relevant content with followers; and managing social media advertising campaigns.
- Writing media documents, including media alerts and press releases
- Email marketing, including content creation and list management.
- Preparing monthly performance reports for digital communications and providing recommendations for improvement.
- Responding to constituent correspondence received through email and social media.
- Planning and/or staffing Unity Cup games and press events (photography, videography, social posts, and/or tabling).
- Supporting administrative tasks.
- Other duties as assigned.

Competencies, Knowledge, Skills and Abilities

- Knowledge of and interest in soccer and/or diverse communities.
- Outstanding verbal and written communications skills; experience writing content and messaging for a public audience preferred.
- Understanding of the best practices of writing for the web, blog writing, plain language, and digital accessibility.
- Knowledge of best practices for social media marketing to optimize audience growth, reach, and engagement.
- Able to handle simultaneous, complex, priority projects and meet established deadlines.
- Highly organized and capable of tracking files, content, and projects in a systematic manner.
- Creative, collaborative, and flexible with an eye for detail.
- Professional demeanor and good sense of humor.

Qualifications (Education and Experience)

- Completion of a related bachelor's degree (e.g., Communications, Marketing, Journalism) from an accredited institution
- 1 year of relevant experience working in communications, public relations, or digital strategy
- Some experience with email marketing, using MailChimp or a similar platform
- Experience managing an organizational social media account, including oversight of social media analytics and scheduling tools (e.g., Facebook/Instagram Insights, Twitter Analytics, Hootsuite)

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- Professional experience with a content management system; WordPress preferred
- Competent with Adobe products, DSLR cameras, Microsoft Office programs, and basic internet applications. Advanced photography, videography, or graphic design skills will be considered a plus.
- Demonstrated interest and engagement in athletics, recreation, international affairs, or public administration
- Experience with and knowledge of City government preferred
- Valid Pennsylvania driver's license and ability to travel locally.

Additional Information

- Successful candidates must be a city of Philadelphia resident as a condition of employment.
- Interested candidates must submit a cover letter and resume to parksandrecreation@phila.gov. (Portfolio links and writing samples are welcome as well.)
- The City of Philadelphia is an Equal Opportunity employer and does not permit discrimination based on race, ethnicity, color, sex, sexual orientation, gender identity, religion, national origin, ancestry, age, disability, marital status, source of income, familial status, genetic information or domestic or sexual violence victim status. If you believe you were discriminated against, call the Philadelphia Commission on Human Relations at 215-686-4670 or send an email to faqpchr@phila.gov. For more information, go to: Human Relations Website: <http://www.phila.gov/humanrelations/Pages/default.aspx>