Position Description

<table>
<thead>
<tr>
<th>Job Title:</th>
<th>RSI – Communications Associate</th>
<th>Revision Date:</th>
<th>April 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Department:</td>
<td>Philadelphia Parks &amp; Recreation</td>
<td>Hiring Manager:</td>
<td>Darren Fava, Content Manager, Communications</td>
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<td>Hourly Rate:</td>
<td>$15.00/hour</td>
<td>Application deadline:</td>
<td>Open Until Filled</td>
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<tr>
<td>Position Type</td>
<td>Temporary/Seasonal Employment; Nine (9) Months in Duration</td>
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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

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

The Recreation Specialty Instructor (RSI) will serve as a Communications Associate to assist with the management of Philadelphia Parks & Recreation’s webpages on phila.gov, and the development and growth of the department’s digital content. Responsibilities include brainstorming and writing stories for use on the departmental blog and newsletters; preparing email marketing campaigns; and assisting with other communications-related projects. Candidates should have a passion for Philadelphia, the ability to write for various contexts and audiences, and experience working in a fast-paced office with a variety of tasks and priorities. This is a writing-heavy opportunity that requires the ability to write extremely well on deadline. This position will work closely with the content manager and works collaboratively with members of the PPR communications team, as well as other department employees and partners.
Responsibilities

Assists with:
- Developing content for use on website/blogs, newsletters, and social media.
- Email marketing, including content creation and contact list management.
- Preparing monthly performance reports for digital communications.
- Maintaining online events calendar.
- Drafting, updating, and editing web content on philadelphia.gov. Conducting webpage audits.
- Assisting at special events including photography and/or tabling.
- Supporting administrative tasks.
- Other duties as assigned.

Competencies, Knowledge, Skills and Abilities

- Experience writing and editing content for a public audience preferred.
- Understanding of the best writing practices for the web and blogs. Plain language writing and digital accessibility experience is a plus.
- A multi-tasker who can think independently and creatively, and work well on deadline.
- Superb organizational skills.
- Punctual team player with a professional demeanor and flexible schedule (willing to work some nights and weekends, as needed).
- Ability to perform duties independently. Self-starter.
- Proficiency in Microsoft Office/Office 365.
- Experience with email marketing (MailChimp or a similar platform).
- Professional experience with a content management system; WordPress preferred.

Qualifications (Education and Experience)

- Bachelor's degree in communications, marketing, journalism, or related field.
- 1-3 years of work experience in marketing, public relations, journalism, or communications.
- 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 Darren.Fava@phia.gov (Portfolio links and/or 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@phia.gov. For more information, go to: Human Relations Website: http://www.phila.gov/humanrelations/Pages/default.aspx