



Marketing Coordinator

SALARY: \$23.02 - \$26.59 Hourly Application Deadline: Open Until Filled

The City of Blue Ash is seeking a creative, collaborative, and organized Marketing Coordinator to join our Recreation Department team! This year-round part-time position will serve as a vital hub of communication and promotion for the Recreation Center, Parks, Programs, and City Events. If you're passionate about storytelling, social media, design, and connecting communities, we want you on our team.

This is a flexible and rewarding opportunity for someone looking to apply their marketing skills in a vibrant, fast-paced environment that celebrates recreation, wellness, and public service.

SCHEDULE & COMPENSATION

- This is a part-time position averaging 25-30 hours/week year-round, with some flexibility in scheduling.
- Occasional evening or weekend hours may be required to support event coverage.
- Pay range is \$23.02–\$26.59/hour, depending on qualifications and experience.
- Employees receive free access to the Blue Ash Recreation Center and discounts on City programs and services.
- Contributions into the Ohio Public Employees Retirement System (pension).

EXAMPLE OF DUTIES

Content Creation & Communication

- Design and develop print and digital content to promote programs, events, and facilities.
- Write, edit, and update web content and online calendars.
- Manage quarterly creation of the Recreation Department Activity Guide.
- Coordinate design and ordering of posters, brochures, trifolds, signage, and display case materials.
- Assist departments in crafting messages that reflect brand consistency and community engagement.

Digital Media & Social Strategy

- Manage and maintain Recreation and Event social media accounts (Facebook, Instagram, X).
- Create content calendars, Facebook events, and promotional campaigns for events and seasonal programming.
- Ensure high-quality visual and written content that aligns with the City's tone and voice.
- Accept co-host invitations and collaborate with partner organizations to promote shared initiatives.

Collaboration & Coordination

- Serve as a liaison with the City's Communications Office to ensure brand consistency and messaging alignment.
- Work closely with Recreation staff and City departments to develop integrated marketing plans.
- Play a supporting role in website and app-based communication.
- Provide occasional on-site event support, capturing photos/video and helping promote community engagement.

TYPICAL QUALIFICATIONS

- Associate or bachelor's degree (completed or in progress) in Marketing, Communications, Design, Public Relations, or related field preferred.
- 1–2 years of relevant experience preferred (internships, part-time work, or volunteer experience welcome).
- Proficient in Adobe Creative Suite (especially InDesign, Photoshop) and Microsoft Office 365.
- Familiarity with website editing and social media platforms (Facebook Business Suite, Instagram, X, Social Pilot).
- Highly organized, detail-oriented, and able to manage multiple projects independently.
- Strong writing, editing, and design skills.
- Positive attitude, customer service mindset, and the ability to thrive in a team-centered, community-focused workplace.

Scan the QR Code to apply.

The City of Blue Ash is an EEO/ADA Employer.

