



## Cordova Recreation & Park District Community Relations Coordinator

<b>SALARY</b>	\$28.65 - \$36.56 Hourly \$2,291.68 - \$2,924.83 Biweekly \$4,965.31 - \$6,337.14 Monthly \$59,583.75 - \$76,045.65 Annually	<b>LOCATION</b>	Rancho Cordova, CA
<b>JOB TYPE</b>	Full-time	<b>JOB NUMBER</b>	2025-00000535
<b>DEPARTMENT</b>	Communications	<b>OPENING DATE</b>	01/13/2025
<b>CLOSING DATE</b>	2/2/2025 11:59 PM Pacific		

### Description

**The Cordova Recreation & Park District (CRPD) is seeking a Community Relations Coordinator to join our Marketing & Communications team!**

**Our ideal candidate is creative, skilled, thinks outside the box, and connects all the small details to the bigger picture to help meet department goals.**

**We are an award-winning agency that thrives on positive relationships and are passionate about the community we serve.**

*This is a full-time onsite position with a comprehensive benefits package that includes fully paid medical, dental, and vision for the employee and all eligible dependents. CRPD participates in the CalPERS Retirement System. Employees in this classification work a 9/80 schedule (a two-workweek schedule of eight 9-hour days, one 8-hour day, and one day off) with the typical work hours between 8:00 a.m. - 5:30 p.m. May work some night and weekends for special events.*

### Summary Description

Under general direction of the Communications Manager, assists in planning, organizing, coordinating, and implementing District communications; and provides communication for District-wide marketing initiatives and programs through the preparation of a variety of related publications and materials.

### Distinguishing Characteristics

The Community Relations Coordinator is the entry level classification in the Communications job series. This position may be assigned supervisory responsibilities for part-time employees.

### **Who We Are**

Established in 1958, Cordova Recreation & Park District (CRPD) is an independent special district governed by an elected Board of Directors.

We provide quality recreational programs, parks and services for our diverse and growing region. We currently operate over 50 parks and facilities across more than 600 acres of urban and open space. We also operate Cordova Golf Course which is a full-service 18-Hole course with a lighted driving range, pro-shop and lessons from PGA professionals. We host dozens of events throughout the year and provide athletic, educational and creative outlets for children and adults of all ages.

## Who We Serve

We proudly serve communities within Sacramento County including the City of Rancho Cordova and the communities of Gold River, Larchmont, Mather, Riviera East, Rosemont and additional unincorporated portions of Sacramento County.

Learn more about Who We Are at [cordovarpd.gov/about-us/!](http://cordovarpd.gov/about-us/)

## Essential Functions

*The following duties are typical for this classification. Incumbents may not perform all the listed duties and/or may be required to perform additional or different duties from those set forth below to address business needs and changing business practices.*

- Compose, type, edit, and proofread a variety of complex documents, including forms, memos, administrative, statistical, financial, and staff reports, and correspondence for department staff from rough draft, handwritten copy, verbal instructions, or from other material using a computer; check draft documents for punctuation, spelling, and grammar; makes or suggests corrections.
- Screen calls, visitors, and incoming mail at the District office during standard business hours; provide information to the public by phone or in person; listen to questions and interpret and apply regulations, policies, procedures, systems, rules, and precedents according to existing guidelines; respond to staff inquiries and complaints; refer parties to the appropriate department source; coordinate or resolve problems of a moderate nature when appropriate.
- Coordinate and assist with the development of District image and branding campaigns; evaluate and modify communication, advertising, and outreach methods as necessary.
- Assist with marketing campaigns in coordination with the District's communication and marketing strategies as directed by management level staff in all departments; collect and utilize data to drive marketing practices.
- Prepare communications and public relations materials, such as (but not limited to) press releases, public service announcements, recreation guides, brochures, website articles, and newsletters.
- Prepare and present various written and verbal communications to various staff and the public.
- In coordination with District staff, prepare, review, and/or edit various social media channels and electronic content, such as (but not limited to) Facebook, X, Instagram, Nextdoor, YouTube, LinkedIn, Yelp Biz, Flickr, WordPress and Wix.
- Assist District staff with organizing communications for special events, including (but not limited to) park and facility openings, dedications, and community events.
- Use various software applications, such as, spreadsheets, relational databases and graphics packages to assemble, manipulate and/or format data and/or reports.
- May serve as spokesperson for the District when needed or requested.
- Manage media and District communication contact lists.
- Produce graphics (flyers, posters, print promotional materials) for various departments and teams.
- Films and edit video of various programs and events utilizing editing software such as, Adobe Premiere, Final Cut Pro, or similar system.
- Photographs events, programs, and facilities; maintain the District photo and video archives.
- Act as a District liaison with various community groups and partnerships and as a District liaison for consultants retained by the District to assist with communication and marketing messaging.
- Attend evening and weekend events as necessary throughout the year.
- May attend regularly scheduled and special Board meetings.
- Perform related duties as required.

## Minimum Qualifications

The following generally describes the knowledge and ability required to enter the job and/or be learned within a short period of time in order to successfully perform the assigned duties.

### Knowledge of:

- Public relations and communication practices, and procedures.
- Advertising and public relations industry practices, methods, and trends.

- Community engagement research.
- Graphic design methods, principles, and techniques.
- Crisis communication and emergency response.
- Parks and Recreation Departments.
- The regulations, procedures, and services of Special Districts.
- Current social media platforms and trends.
- Video editing software.
- Office procedures, methods, and equipment including computers and applicable software applications such as word processing, spreadsheets, and databases.

**Ability to:**

- Establish effective working relationships with the media, employees, managers, citizens appointed and elected officials.
- Write and oversee the design of promotional and informational materials.
- Operate office equipment including computers and supporting word processing, spreadsheet, and database applications, keyboard, printers, scanners, copier, fax machine, and phone system.
- Work in a team environment and to work independently.
- Communicate effectively, both orally and in writing.
- Communicate well during a crisis.
- Remain calm in emergency situations.
- Make persuasive public presentations.
- Listen and respond to citizens and other customers on a variety of issues.
- Write and oversee the design of promotional and informational materials.
- Accomplish goals using sound analytical and decision-making skills, and to creatively problem-solve complex issues.
- Exercise sound judgment with established guidelines.
- Use independent judgment in routine situations, such as answering questions.
- Effectively coordinate work efforts with District staff in all departments.
- Effectively communicate with individuals or groups utilizing a broad base of verbal skills.
- Comprehend and correctly use a variety of informational documents, including reports, procedure manuals, financial analysis and reports initiated by staff.
- Effectively use project management skills including the ability to manage multiple projects, teams, and vendors, to meet tight deadlines.
- Communicate clearly and concisely, both orally and in writing.
- Establish and maintain effective working relationships with those contacted in the course of work.
- Drive to parks and facilities throughout the District and surrounding geographic area to attend events, meetings, and perform onsite work related to the communications and marketing functions.

**Education and Experience Guidelines** - *Any combination of education and experience that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:*

Equivalent to a Bachelor's degree from an accredited college or university with major coursework in journalism, mass media communications, public relations, advertising, marketing, or a related field, and one year of increasingly responsible work experience in journalism, mass media communications, or public relations.

**License or Certificate:**

Possession of a valid Class C (basic, noncommercial vehicle) California Driver's License

**Additional Requirements:**

Department of Justice (DOJ) and Federal Bureau of Investigation (FBI) background check.

Required to take and pass a drug screening.

**Supplemental Information****PHYSICAL DEMANDS AND WORKING ENVIRONMENT**

*The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform these essential job functions.*

**Environment:** Work is performed primarily in a standard office environment with some accomplished in an outdoor setting; frequent public and/or coworker contact; exposure to noise, moisture, dust, and all types of weather and temperature conditions including hot, wet, and/or humid conditions. Work may require travel to and from off-site locations throughout the District.

**Physical:** Sufficient physical ability and mobility to work in an office and outdoor setting; to sit or stand for prolonged periods of time; to occasionally stoop, bend, kneel crouch, reach, and twist to use standard office equipment requiring repetitive hand movement and fine coordination including the use of a keyboard; to occasionally push, pull, lift, and/or carry items weighing up to 20 pounds; to make frequent decision-making and concentration; frequent public and coworker contact; occasional working alone; frequent repetitive motion, writing, grasping, holding and reaching; to use fine and gross motor coordination for driving; and to verbally communicate to exchange information.

**Vision:** See in the normal visual range with or without correction.

**Hearing:** Hear in the normal audio range with or without correction.

### **Pre-Hire Requirements:**

Before an employee is hired, they must successfully complete pre-employment requirements that may include, but are not limited to: fingerprinting and Department of Justice (DOJ) background check, a clear tuberculosis screening, pre-employment drug screening, reference check, DMV check, licensure/certification check, and proof of eligibility to work in the United States in accordance with Immigration and Reform Control Act of 1986.

**How to Apply for this Position:** An applicant must submit, during the application filing period, an online application and attach any supplemental information as required in the job announcement which may include submitting responses to a supplemental questionnaire. Online resumes and other unsolicited materials may be attached, but will not be considered in lieu of the required online application, unless otherwise specified in the job announcement. CRPD reserves the right to limit the number of online applications when necessary. Applicants are responsible for maintaining/updating their contact information through the online application system.

### **SELECTION PROCEDURES**

**Initial Selection Review:** The Cordova Recreation & Park District reviews all initial application materials to identify qualified applicants. Applications will be screened against the criteria outlined in this job posting, the minimum qualifications, responses to the supplemental questions, and other needs of the position. The best qualified candidates will be invited to a series of panel interviews at a date that is to be determined.

**Testing:** Testing for this position or any other position may include, but is not limited to the following: written exam, practical exam, panel interview, assessment center, oral presentation, project assignment, etc. If a revision is made to a testing component during a recruitment process, the assigned recruiter will notify by email all affected applicants.

**Americans with Disabilities Act (ADA) Accommodation:** In accordance with the Americans with Disabilities Act, anyone who needs an ADA accommodation for the purposes of employment testing should contact the assigned recruiter.

**Withdrawing from Recruitment Process:** Whenever an applicant chooses to withdraw from a recruitment process, they are required to submit an email notification to the assigned recruiter requesting a withdrawal from the process. The email to the recruiter must include the applicant's current phone number.

**Questions:** All questions regarding this position should be directed to the assigned recruiter.

**NOTE:** The provisions of this publication do not constitute an express or implied contract. Any provision in this publication may be modified or revoked without notice

**Equal Opportunity Employer:** The Cordova Recreation & Park District is an Equal Employment Opportunity Employer.

### **Benefits**

**EMPLOYMENT CLASSIFICATION:** Regular Full-Time, Exempt

**SALARY:** Employees are eligible for merit increases from 1 to 5 salary steps after the first year of employment, and thereafter annually based on their work performance and until they reach the top of their step salary range.

**SOCIAL SECURITY:** Authority employees are covered by Social Security; therefore, they are required to contribute (6.2%)

**MEDICARE:** Employees hired after March 31, 1986, contribute 1.45% to Medicare.

**RETIREMENT:** Employees are enrolled in a defined benefit retirement program under the CalPERS Retirement System as follows:

\*If hired prior to December 31, 2012, 2% at age 55 retirement formula, employee contributions 7% of compensation earnable.

\*If hired after December 31, 2012, without reciprocity, 2% at age 62 retirement formula, employee contributions 8% of compensation earnable.

**DEFERRED COMPENSATION:** Employees in regular or limited-term positions may at their choice participate in the District's CalPERS 457 deferred compensation plan.

**MEDICAL BENEFIT:** Employees have a choice of Sutter, Western Health Advantage or Kaiser medical plans. The District contributes 100% toward employee and dependent medical premiums for a High Deductible Plan with a generous employer contribution toward a Health Savings Account (HSA) or a low Co-pay Plan with either carrier. Employees have the option to pay extra to enroll in a premium Co-Pay HMO plan or opt out and be paid 50% of the premium as taxable wages if already insured.

**DENTAL/VISION CARE:** The District contributes 100% toward employee and dependent dental and vision premiums provided by Mutual of Omaha.

**LIFE AND ACCIDENTAL DEATH AND DISMEMBERMENT INSURANCE:** The District provides Term Life and AD&D equivalent to one year gross salary.

**LONG TERM DISABILITY:** The District contributes 100% toward employee long term disability plan provided by Mutual of Omaha.

**VACATION:** Full-time eligible employees begin to earn paid vacation time according to the schedules set forth below. Vacation time begins to accrue beginning with the employee's first day of employment. However, employees will not be entitled to take paid vacation time until after six (6) months of employment with the District unless approved by the General Manager.

Years of Employment	Hours Per Month	Hours Bi-Weekly	Max Accrual of Hours
1 - 5 Years	8.0	3.69	192
6 - 10 Years	10.0	4.62	240
11 Years	10.7	4.92	256
12 Years	11.3	5.23	272
13 Years	12.0	5.54	288
14 Years	12.7	5.85	304
15 Years	13.3	6.15	320
After 15 Years	14.0	6.46	336

**HOLIDAYS:** All Regular Full Time employees of the District shall be entitled to the following eleven (11) fixed holidays with pay:

- New Year's Day, January 1st
- Martin Luther King Day, Third Monday in January
- President's Day, Third Monday in February
- Memorial Day, Last Monday in May
- Independence Day, July 4th
- Labor Day, First Monday in September

- Veteran's Day, November 11th
- Thanksgiving Day, Fourth Thursday in November
- The Friday following Thanksgiving Day, Fourth Friday in November
- Half day or four (4) hours on Christmas Eve, December 24th
- Christmas Day, December 25th
- Half day or four (4) hours on New Year's Eve, December 31st

In addition, all regular full-time employees shall be issued two (2) floating holidays per calendar year starting January 1st.

**SICK LEAVE:** Sick leave is earned at the rate of 3.69 hours per pay period (equivalent to eight hours per month), beginning with the first month of employment. All unused sick leave may be carried forward into ensuing years and become part of the current allowance. There is no limit to the amount of sick leave that can be accumulated. Sick leave cannot be used until earned.

**ADMINISTRATIVE LEAVE:** Regular full-time exempt employees are granted eighty (80) hours of Administrative Leave each calendar year. Administrative leave hours may be carried over from one fiscal year to the next, up to the 80.00 hour ceiling. New employees or employees becoming eligible due to a promotion receive Administrative Leave on a prorated basis, with six point six seven (6.67) hours granted for each full calendar month remaining in the calendar year with a maximum of 80 hours.

**UNIFORMS:** Uniforms are provided to employees in designated positions.

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**Agency**

Cordova Recreation & Park District

**Address**

11070 White Rock Road  
Suite 130  
Rancho Cordova, California, 95670

**Phone**

(916) 842-3300

**Website**

[cordovarpd.gov](http://cordovarpd.gov)

## Community Relations Coordinator Supplemental Questionnaire

**\*QUESTION 1**

What do you consider the most challenging part about working in community relations?

**\*QUESTION 2**

How do you build or improve strong cross-functional relationships within an organization?

**\*QUESTION 3**

How do you ensure consistency across varying platforms when information is updated?

**\*QUESTION 4**

Do you hold a bachelor's degree (or equivalent to a bachelor's degree) from an accredited college or university with major course work in journalism, mass media communications, public relations, advertising, marketing, or a closely related field?

- Yes
- No

**\*QUESTION 5**

**How many years of relevant work experience do you have in journalism, mass media communications, or public relations?**

- No experience
- One year of experience
- Two years of experience
- Three years of experience
- Four or more years of experience

**\*QUESTION 6**

**The position requires the ability to drive to parks and facilities throughout the District and surrounding geographic areas to attend events, meetings, and perform onsite work related to the communications and marketing functions. Do you currently possess a valid Class C (basic, noncommercial vehicle) California Driver's License?**

- Yes
- No

**\*QUESTION 7**

**After reviewing the job description, are you able to perform all of the essential functions of the job with or without accommodation?**

- Yes
- No

\* Required Question