



City of Milpitas

## Marketing, Outreach, and Volunteer Coordinator

<b>SALARY</b>	\$40.44 - \$53.24 Hourly \$3,235.55 - \$4,258.96 Biweekly \$7,010.36 - \$9,227.75 Monthly \$84,124.30 - \$110,732.96 Annually	<b>LOCATION</b>	Milpitas Community Center, CA
<b>JOB TYPE</b>	Full-Time	<b>JOB NUMBER</b>	2024-00024-2
<b>DEPARTMENT</b>	Recreation and Community Services	<b>DIVISION</b>	Marketing
<b>OPENING DATE</b>	01/09/2025	<b>CLOSING DATE</b>	1/30/2025 11:59 PM Pacific

### Definition

**Come join an incredible team-orientated department that positively impacts the lives of the City of Milpitas's diverse community!**

The [City of Milpitas](#) seeks an enthusiastic, creative, and detail-oriented professional to join a dynamic and high-functioning [Recreation & Community Services Department](#) as the Marketing, Outreach, and Volunteer Coordinator. This position is responsible for advertising and promoting the department in general and specific events, programs, and services we offer to serve our very diverse community (80% of the job). This individual also manages a robust volunteer program and will be responsible for developing some exciting new initiatives including Adopt-a-Spot and Park Ambassadors (20% of the job).

The ideal candidate possesses strong communication and organization skills and is excited to try new promotion strategies and partner with colleagues to develop messaging for their programs and is familiar with public sector work. Clear, concise, and engaging writing style, and consistent and thorough editing are required. Also useful, but not required, are hands-on experience in web production, videography, photography, graphic design. Conversational fluency in Chinese, Spanish or Vietnamese is a plus. The position reports to the Assistant Director of Recreation and Community Services and oversees a team of two part-time graphic designers.

This is a rare opportunity to put your state-of-the-art marketing skills and creativity to work serving the community in a rewarding, feel-good environment.

For the complete job description, please click here: [Program Coordinator](#)

*\*This posting is written notice of a permanent, vacant position. Internal applications will be reviewed on January 24, 2025, which is 10 working days after the recruitment is posted. Internal qualified candidates will be considered in accordance with the Memorandum of Understanding between the City and the Milpitas Professional and Technical Group (ProTech). External applicants will not be considered until after the internal applicant review process has concluded.*

### Examples of Duties

Duties may include, but are not limited to the following:

- Provides direction to and supervises temporary and volunteer staff, including recruiting, training, scheduling, and monitoring personnel workload; assists with hiring, disciplinary and evaluation processes;

- Assists in the development, recommendation and implementation of goals, objectives, policies, procedures and work standards for the assigned recreation area(s);
- Strategic Marketing, including planning/implementing Senior Center rebranding, new 45+ campaign to reach mature adults, rental spaces campaign, and Sports Center rebranding
- Routine Marketing, including Activity Guide, website, social media, advertising
- Staff Supervision, including two part-time graphic designers
- Volunteer Program Administration, including new Citywide effort involving other departments
- Beautify Milpitas, including designing and launching two new initiatives - Park Ambassadors program and Adopt-a-Spot
- Sponsorships, including solicitations and fulfillment

## Typical Qualifications

**Education:** A Bachelor's degree from an accredited college or university with major coursework in recreation, public administration, or a closely related field, OR experience equivalent to graduation from a four-year college or university with major coursework in recreation administration, including four (4) years of full-time employment experience; or an equivalent combination of education and experience; AND

**Experience:** Two (2) years of full-time experience coordinating a recreation program(s), including the supervision of part-time/seasonal personnel.

### Desired Skills / Qualifications:

- Graphic design
- Web production, videography, photography
- Conversational fluency in Mandarin, Spanish or Vietnamese

### License or Certificate:

- Possession of or ability to obtain and maintain an appropriate, valid California Driver's License.
- Certification in CPR and First Aid from the American Red Cross within 90 days of appointment.

*\*Required license and/or certification costs (excluding health exams) are covered within the department's operating budget. Costs associated with retesting due to the employee's inability to pass certification testing, will be the responsibility of the employee.*

### **Work Samples Preferred:**

Please attach your digital portfolio showing one or more projects that you have led or coordinated. Examples may include:

1. Activity Guide or other large, complex marketing piece
2. Event flyer, poster, or other simple marketing piece for general audience
3. Logo, branding, or slogan
4. Direct email, social media post or other marketing piece to a targeted audience
5. Marketing campaign plan

If you do not have one of the items above, please feel free to substitute any other item of your choice. You may attach jpeg or PDF attachments, or links for us to find items on your website.

## Supplemental Information

**Virtual written evaluations are tentatively scheduled for the week of February 24, 2025**  
**Panel interviews via Zoom are tentatively scheduled for the week of March 3, 2025**

**SELECTION PROCESS:**

The selection process will consist of an evaluation of the applicant's training and experience based on the application and responses to the Supplemental Questionnaire. Only the candidates whose backgrounds best match the position will be invited to proceed in the selection process. Additional phases of the selection process will consist of one or more interviews.

Please note: The examination process (including dates) may be changed as deemed necessary by the Human Resources Department. Meeting the minimum requirements listed in this job description does not guarantee advancement in subsequent phases of the selection process.

**SUPERVISION RECEIVED AND EXERCISED:**

- Receives supervision from the Assistant Director of Recreation and Community Services.
- Exercises general supervision over part-time employees and volunteers.

**SPECIAL REQUIREMENTS:**

Essential duties require the following physical abilities and work environment:

General office environment, attend meetings at various sites within and away from the City, and have the availability to work off-hour shifts and events as required; sit and/or stand for long periods of time, repetitive keyboarding; reach, squat, lift, and carry up to 40 pounds; mobility to lead groups in activities; ability to work outdoors in a variety of weather and temperature conditions; vision to read printed materials and a computer screen; hearing and speech to communicate in person and over the telephone.

In compliance with the Americans with Disabilities Act, the City of Milpitas will provide reasonable accommodation to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the Human Resources Department.

The City of Milpitas is an Equal Opportunity Employer.

**Agency**

City of Milpitas

**Address**

455 E. Calaveras Blvd.

Milpitas, California, 95035

**Phone**

408-586-3090

**Website**

<http://www.milpitas.gov>

**Marketing, Outreach, and Volunteer Coordinator Supplemental Questionnaire****\*QUESTION 1**

**Are you a current City of Milpitas employee?**

- Yes
- No

**QUESTION 2**

**If you are a current City employee, have you completed your initial probationary period?**

- Yes
- No

**\*QUESTION 3**

**Please indicate the highest level of education you have completed:**

- High School Diploma or the equivalent (GED)
- College (30 semester units/ 45 quarter units)
- College (60 semester units/ 90 quarter units)
- College (90 semester units/ 135 quarter units)
- College (120 or more semester units/ 180 or more quarter units)
- Associate's Degree
- Bachelor's Degree
- Graduate Degree (Master's or Doctorate)
- None of the above

**\*QUESTION 4**

**How many years of full-time experience (40 hours per week) do you have in coordinating recreation program/s, including the supervision of part-time/seasonal personnel? \*Please note that this experience must be listed in the Work Experience section of your application.**

- Less than two (2) years
- Two (2) - three (3) years
- Three (3) - four (4) years
- Four (4) - five (5) years
- Five (5) - six (6) years
- Six (6) or more years

**\*QUESTION 5**

**This position requires the possession of or ability to maintain a valid California Driver's License. Do you possess a valid California Driver's License?**

- Yes
- No, but I am able to obtain and maintain a valid California Driver's License.

**\*QUESTION 6**

**This position requires a certification in CPR and First Aid from the American Red Cross within 90 days of appointment. Do you possess a valid CPR and First Aid certification?**

- Yes
- No, and I acknowledge this position requires a valid certification in CPR and First Aid from the American Red Cross within 90 days of appointment.

**\*QUESTION 7**

**Please describe a direct-to-consumer marketing campaign that you planned and implemented, including the goal, target audience, message, budget, and key marketing channels used. State your role and responsibilities as they pertained to that campaign, as well as how you measured the success of the campaign. (300 words max) \*Marketing and outreach will make up 80% of this role.**

**\*QUESTION 8**

**Describe your experience recruiting, managing, and retaining volunteers. If you do not have this experience, describe any related experience and transferable skills. (300 words max) \*Volunteer management will make up 20% of this role.**

\* Required Question