



Marketing & Community Engagement Specialist

Job Description

Effective Date: 3/23/2026

Document # JD-HR-600-200-201

Reports to:

Operations Director

Compensation:

Full-time, Exempt

Primary Responsibilities:

The Marketing & Community Engagement Specialist leads the development and execution of marketing, communications, and community outreach strategies for the Holland Aquatic Center (HAC). This role is responsible for strengthening community relationships, increasing brand awareness, enhancing guest engagement, and supporting program participation through strategic, consistent, and creative communication efforts.

As a key member of the HAC team, this position collaborates across departments to promote programs, manage public-facing messaging, and deliver high-quality events and experiences that align with HAC's mission and core values.

Core Values – At Holland Aquatic Center, we are guided by five core values that shape our work and everyday interactions:

1. Work Hard - We show up ready, stay reliable, and always finish what we start.
2. Care Deeply - We treat guests and team members with respect, kindness, and authenticity.
3. Keep Learning - We stay curious, grow from feedback, and solve problems together.
4. Be Honest - We speak up, act with integrity, and own our choices.
5. Be Professional - We show up prepared, committed to safety, and hold ourselves to high standards.

Key Responsibilities

Marketing & Communications

- Develop and execute comprehensive marketing and communication strategies across digital and traditional platforms.
- Manage HAC communication channels, including email, website, social media, and print materials.
- Ensure consistent brand voice, messaging, and visual identity across all platforms and materials.
- Monitor and respond to public inquiries, comments, and online reviews in a timely and professional manner.
- Coordinate advertising and media placements with local and regional outlets.
- Analyze marketing performance metrics and adjust strategies to improve engagement and reach.

Community Engagement & Partnerships

- Build and maintain relationships with community partners and local organizations.
- Represent HAC as a brand ambassador at community events and outreach opportunities.
- Identify opportunities for partnerships and collaborative programming.

- Support community outreach initiatives that increase inclusion and participation across diverse populations.

Event Planning & Execution

- Plan, coordinate, and execute community events and special programs.
- Manage logistics, marketing, vendor coordination, and on-site execution of events.
- Evaluate event success and recommend improvements for future events

Content Creation & Digital Management

- Create engaging content including graphics, photos, videos, and written materials.
- Manage social media accounts and execute content strategies aligned with marketing goals.
- Develop and produce promotional materials including brochures, signage, and advertisements.
- Ensure accessibility, clarity, and quality of all public-facing content.

Duties and responsibilities may be modified, expanded, or reassigned at any time to meet organizational needs.

Essential Qualifications

- Bachelor's degree in Marketing, Communications, Business Administration, or related field.
- Strong written and verbal communication skills.
- Excellent organizational and project management abilities.
- Proficiency with digital tools, including social media platforms, email marketing software, and content management systems.
- Ability to manage multiple projects and deadlines simultaneously.
- Demonstrated professionalism, sound judgment, and ethical behavior.
- Strong interpersonal skills and ability to collaborate effectively.
- CPR and First Aid Certification (or ability to obtain within 60 days of hire).

Preferred Qualifications

- Experience in marketing or communications within a nonprofit or community-based organization.
- Familiarity with the Holland area community and local partnerships.
- Experience with website management platforms (e.g., WordPress).
- Experience with email marketing platforms (e.g., MailChimp).
- Graphic design and/or multimedia content creation skills.
- Experience with recreation management software (e.g., Daxko).
- Bilingual (Spanish preferred).

Physical Demands:

The physical demands described below are representative of those required to perform the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform these essential functions.

- This position primarily involves administrative and coordination work, including communication, planning, and content development.
- The role may include periods of sitting, standing, or movement throughout the facility and at off-site locations, depending on assigned duties and events.
- Tasks may occasionally require handling materials or equipment associated with events or outreach activities; such tasks can be modified or reassigned as needed.
- The position requires the ability to communicate effectively, review written and digital materials, and engage with staff, guests, and community partners.
- Physical requirements may vary depending on scheduling, event needs, and available accommodations.

Work Environment:

- Work is performed in diverse environments, including office areas, aquatic facilities, community spaces, and occasional outdoor settings.
- The aquatic environment may include warm temperatures, humidity, water exposure, and moderate noise, consistent with a public swimming facility.
- This position is public-facing and involves regular interaction with individuals of all ages and abilities.
- The schedule may include occasional evenings or weekends; flexibility in scheduling and work methods may be provided where feasible.
- The organization is committed to maintaining a safe, inclusive, and accessible workplace and complies with all applicable ADA requirements.

Compensation is based on 3 factors:

- Experience / Certifications / Commitment

Equal Opportunity Statement

Holland Aquatic Center is an Equal Opportunity Employer. We do not discriminate based on race, color, religion, sex, national origin, age, disability, or any other protected status. Reasonable accommodation will be provided as required by law.

Signature Acknowledgement: I have read and understand the responsibilities and requirements of this position.

Signature: _____ Date: _____

Print Name: _____

Managers Signature: _____ Date: _____

Print Name: _____