

Policy: Marketing Responsibility

Adopted by Board of Park Commissioners: October 2022

The BPRYCS Department offers a comprehensive annual calendar of programs, events, and services that improve the quality of life for Bristol residents. Marketing and communication of department activities is essential in order to properly reach customers and achieve desired goals and outcomes. Although professional communications and marketing of department services is expected of employees at every level of the organization, the Community Engagement Coordinator (CEC) is designated as the organizations chief marketing and engagement officer. In order to ensure clarity of roles with the CEC and programming staff, a Marketing Responsibility policy was developed.

Marketing Roles & Responsibilities

Community Engagement Coordinator Responsibilities	Program Staff Responsibilities
<p>Develop strategy, tools, and training for staff in order to enhance marketing which will increase public engagement in department services:</p> <ul style="list-style-type: none"> • Design and release weekly department newsletters to all users. • Provide training to staff on marketing techniques, and various software's/platforms. • Lead regular marketing meetings to help educate staff on best practices as well as new tools for marketing. • Create brochure timeline and design/develop department brochure. • Create specific marketing materials for the department as assigned by the Superintendent/Deputy. • Provide advice and consultation on marketing strategy for divisions, events, programs and facilities. • Develop, monitor and evaluate department marketing and fundraising goals in conjunction with the Superintendent/Deputy. • Develop presentations for department boards and commissions to report on metrics. • Maintain and provide recommendations for improvements to the <i>Marketing and Communications Plan</i>. 	<p>Utilize the Marketing Tool Kit to:</p> <ul style="list-style-type: none"> • Write program/event specific press releases and send to CEC for distribution. • Send emails via constant contact/MyREC for targeted emails • Create social media events for program • Create and <i>schedule</i> posts via Social Media. • Create event flyers (to brand standard). Division supervisors to approve before distribution. • Add programs to MyREC including event flyers and other materials. • Engage in targeted recruitment for participants depending on nature of program (i.e. direct calls, emails, tabling). • Provide CEC with accurate and complete program descriptions within the prescribed timelines for the seasonal brochure. Supervisor must approve content before it is sent to CEC. • Regularly uploading photos to "O" drive for use in seasonal brochure and other department marketing. • Coordinate w/Program Admin Assistant to produce physical copies of flyers to display at main office, YS, DMAC, and other venues.