

Marketing Communications Specialist(Job Id 1420)

Location: US:KS:Overland Park

Category: Communications

Employment Type: Employee

Post Date: 01/30/2026

Description

The City of Overland Park has a full-time **Marketing Communications Specialist** position available in the Communications Division within the City Manager's Office.

JOB SUMMARY:

Plans, develops, produces and publishes internal and external communications, which include City's and the Parks and Recreation Department's marketing and advertising efforts, website content, social media, print and e-newsletters, internal communications and community engagement efforts. Provides communications support and consultation to the Parks and Recreation Department leadership, as applicable. Provides general leadership, department accreditation support and special project administration.

DUTIES AND RESPONSIBILITIES:

- Develops and implements strategic marketing plans. Executes plans for marketing Parks and Recreation facilities, services, programs, events, rental spaces and more.
- Develops and executes external communications. Develops, writes, reviews and disseminates:
 - Social media content, including monitoring and responding to social media questions and comments and providing guidance to other staff doing the same.
 - E-newsletters,
 - Print newsletters,
 - Website content,
 - News releases,
 - Photos and video, and more for the department.
- Develops and executes Parks and Recreation Department internal communications. Plans content and media for all employee communications. Attends meetings, reads documents and performs interviews to gather information; develops, writes and disseminates newsletters, surveys, videos, memos, intraweb content, etc. Consults with other departments on content and delivery of employee communications. Promotes City policies, activities and recognition to employees.
- Plans, develops and implements communications strategies for internal and external special events, including festivals, groundbreakings, grand openings, fundraising events, employee participation campaigns and joint City/community events. Staffs and attends events.
- Secures and designs paid advertising across digital and print, ensuring all advertising efforts align with departmental goals, brand standards and the approved annual advertising budget.
- Evaluates the performance of marketing and communications efforts and adjusts strategies to maximize effectiveness and fiscal responsibility.
- Writes and submits grant applications to secure additional funding for Parks and Recreation marketing.
- Updates local event calendars to include upcoming Overland Park Parks and Recreation programs and events.
- Assists Parks and Recreation Department staff with creating program flyers, brochures, promotional items, banners, signage and other print marketing items before publishing. Reviews communication content for accuracy, grammar, spelling, style, brand adherence, etc. Oversees maintenance of information files, brochures and other printed documents to serve as resources for community and residents.
- Participates in community groups (business, civic, and service) to foster good relations. Participates in government, parks and recreation and communications-focused professional organizations.
- Meets and works with media to develop and maintain open relationships and further the Parks and Recreation Department's image.
- Attends Parks and Recreation Department meetings. Assists with operational support at Parks and Recreation meetings.
- Respond to requests and inquiries from City staff and the general public. Performs general leadership duties. Prepares internal policies. Coordinates special projects as assigned. Provides tours of City facilities, displays and systems when applicable.
- Perform other communication duties as assigned by Communications Division leadership in consultation with Parks and Recreation Department leadership.
- The employee must be punctual and timely in meeting all requirements of performance, including, but not limited to, attendance standards and work deadlines; beginning and ending assignments on time; and scheduled work breaks, where applicable.
- The employee must work the days and hours necessary to perform all assigned responsibilities and tasks. Must be available to communicate with

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colleagues, supervisors, customers, vendors and any other people or organization with which interaction is required to accomplish work and employer goals.

Requirements:**EDUCATION & SPECIAL LICENSE(S)/CERTIFICATIONS:**

- Bachelor's degree in the following fields of study: Marketing, Communications, Journalism, Advertising, Public Relations or similar.
- Possession of an appropriate, valid driver's license.
- Must maintain an insurable driving record.
- Possession of or ability to obtain and maintain a certification in CPR and First Aid Certifications within six months from date of hire.

EXPERIENCE:

- Two years of experience in marketing, communications, public relations, advertising or similar.
- Familiarity with Adobe Creative Suite and/or Canva is preferred.
- Experience managing professional social media accounts, email marketing software and website CMS platforms.
- Experience in photography, videography or social media platforms.

SKILLS:

- Good organizational and time management skills.
- Good oral and written communication skills.
- Analytical skills.
- Attention to detail.
- Interpersonal skills.
- Facilitation skills.
- Diplomacy and judgment.
- Basic math, accounting, and budgeting skills.
- Good listening skills.
- Good PC skills, including ability to use spreadsheets, database and website maintenance, word processing, presentation and publishing software applications.
- Ability to supervise and train others.

MENTAL REQUIREMENTS:

- Ability to analyze needs.
- Ability to perform basic math and apply basic accounting principles.
- Ability to read and comprehend federal, state, and local policies and regulations.
- Ability to recognize and protect confidential information.
- Ability to read and understand building plans and specifications.
- Ability to work on several projects at one time.
- Ability to work independently in a hectic environment.
- Ability to follow verbal or written instructions.
- Ability to learn new materials and systems.
- Ability to prioritize work.
- Ability to meet deadlines.
- Alpha and numeric recognition.
- Ability to learn and operate PC software applications, including point-of-sale software.

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PHYSICAL REQUIREMENTS:

- Ability to work in extreme environmental conditions.
- Ability to make and receive phone calls.
- Ability to identify and distinguish colors.
- Ability to distinguish smells.
- Ability to reach, stand, crawl, bend, climb, push, pull, walk for extended periods of time.
- Ability to lift 30 lbs. and transport 20 ft.
- Ability to push/pull up to 30 lbs.
- Exposure to noisy conditions.
- Ability to operate city cars, trucks and golf carts.
- Ability to operate various office equipment such as adding machines, personal computer, copier.
- Ability to operate photography and videography equipment.

The preceding job description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualifications required of employees assigned to this job.

No City residency requirement.

Must successfully pass a background check, drug screen, physical exam and essential functions test.

Normal Work Hours: 8:00 a.m.-5:00 p.m., Mon.-Fri.

Salary Range: Grade G, \$70,489.04 - \$95,142.99

Application Deadline: Open until filled

Benefits: Full-time

All applicants must be legally eligible to work in the United States and proof of eligibility must be provided if selected for hire.

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