

**SALARY** \$23.68 - \$33.33 Hourly \$49,254.40 - \$69,326.40 Annually **CLOSING DATE** 7/5/2026 11:59 PM Eastern

**Description:** The City of Blue Ash Recreation Department is seeking a creative, organized, and collaborative professional to serve as Marketing Manager. This full-time position reports directly to the General Manager of Programs and Events and plays a key role in shaping communication, promotion, and community engagement efforts across Recreation programs, facilities, parks, and special events.

The Marketing Manager is responsible for developing and implementing year-round marketing strategies that support Recreation operations, community programming, and citywide events while working closely with Recreation staff, the City Communications Office, and other City departments to ensure consistent messaging, strong community awareness, and high-quality promotional materials across all platforms.

As a key member of the Programming and Events team and part of the Recreation Department's core full-time leadership staff, this position is expected to demonstrate strong leadership, communication, and supervisory skills while contributing positively to the department's collaborative and team-oriented culture.

This position will enjoy paid, on-site training; contributions into the Ohio Public Employee Retirement System (Pension); option to enroll in a 457 Deferred Compensation Plan as additional retirement savings; potential for paid overtime or compensatory time-off; free membership to the Blue Ash Recreation Center with eligibility and discounts for family members; and discounts at the Blue Ash Golf Course, and Sandtrap Grill; comprehensive Medical, Dental, Vision, and Life Insurance Benefits; voluntary benefits of additional Life Insurance, Short Term Disability, Accident & Critical Illness coverage and a College Savings Plan.

## Examples of Duties

- Develop and implement marketing plans and promotional efforts for all Recreation programs, events, parks, and facilities
- Manage and maintain Parks and Recreation web pages, event listings, and online calendars
- Collaborate with the City Communications Office to ensure consistent branding and messaging
- Assist with development of promotional materials including all Recreation signage, brochures, flyers, and digital content
- Manage Recreation social media platforms, including content calendars, promotional campaigns, and audience engagement
- Serve as an active member of the Programs and Event Team, including occasional night and weekend events. Assist in managing contracts and negotiations for Recreation events.
- Serve as primary point of contact for Red, White and Blue Ash performers and agents, coordinating entertainment contracts, promotional needs, and event-related communications
- Coordination of Memorial Day and Veterans Day ceremonies and providing event planning support to all military or veteran-focused events. Manage applications for and communication with Memorial Day parade units.
- Serve as City liaison to the Blue Ash Veterans Committee, including attending three meetings per year.

## Typical Qualifications

- Bachelor's degree in marketing, Communications, Recreation Administration, Public Relations, or related field preferred
- Minimum of 3 years of professional experience in marketing, communications, recreation, or related field
- Strong communication skills and an ability to work with all City departments
- Strong writing, editing, organizational, and visual communication skills
- Website editing and digital communication experience
- Proficient in Adobe Creative Suite and Microsoft Office 365
- Strong understanding of social media marketing, content scheduling, and audience engagement
- Ability to manage multiple projects and deadlines with strong attention to detail
- Positive attitude and strong customer service mindset
- Ability to work both independently and collaboratively in a fast-paced environment

**How to Apply:** online at [www.BlueAsh.com/jobs](http://www.BlueAsh.com/jobs) or scan QR Code

