



POSITION: Older Adult Program/Marketing Coordinator  
SALARY: \$ 26 - \$ 28 per hr  
OPENING DATE: Immediate  
JOB TYPE: 30 - 32 hours per week  
DEPARTMENT: Town of Cape Elizabeth/Community Services

### Community Services

We offer educational, cultural, recreational, intergenerational, and social programs for youth and adults. Our commitment to lifelong learning creates a flexible and comprehensive delivery of services which meets the changing needs and interests of the community.

### Position Overview

Provide skilled administrative work in support of the office, outstanding customer service to the public, coordinate and facilitate trips and activities designed to promote engagement, wellness, and community involvement for older adults and leads the marketing for Community Services.

### Primary Duties & Responsibilities

- Greets and assists Community Center callers and visitors.
- Plans, coordinates, promotes, and implements older adult trips, and special events; researches destinations, manages registrations and logistics, coordinates transportation and vendors, and serves as a trip leader to provide on-site support and participant assistance.
- Operates a Town-owned 14-passenger van to transport program participants to and from approved destinations in accordance with Town policies and safety procedures..
- Uses knowledge of marketing strategies to develop effective program announcements and recruit program participants in each activity. Creates, prints, and distributes ads, brochures, newsletters, and flyers, and maintains timely, relevant, and eye-catching website and social media content.
- Maintains Community Services and Fort Williams Park websites and social media platforms, such as Facebook, with up-to-date information, such as registration

deadlines, upcoming events, highlights of ongoing activities, and sharing information to/from community organizations.

- Develops communitywide events to engage staff, town departments, and residents with one another.
- Orders and maintains inventory of department office supplies.
- Performs other related duties as assigned.

#### Minimum Qualifications (Recommended) Education, Training, and Experience

Prior municipal, marketing, or recreation experience preferred. Any equivalent combination of education, training, or experience that provides the required knowledge, skills, and abilities may be considered. Must hold a valid Driver's License and be insurable in a normal risk pool.

#### Knowledge, Skills, and Abilities

- Excellent interpersonal skills with ability to communicate effectively over the phone, in person, and in writing.
- Serve as a visible and consistent resource for older adults within the community.
- Knowledge of progressive marketing and content management strategies with the ability to relay clear, accurate, and timely information about Department programs and policies to the public.
- Extensive knowledge of website maintenance with the ability to effectively leverage innovative technology, social media platforms and marketing tools to effectively promote programs and services.
- Intermediate to advanced PC skills, including proficiency with Microsoft Office, WordPress, Canva, and ActiveNet software. Ability and willingness to learn new software programs as needed.

#### Application Process

If you are interested, please submit a cover letter and a completed [application](#).

For more information, please email or call [Kathy Raftice](#) or 207-799-2868.

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