Lavaca-Navidad River Authority
Job Description

Job Title: BRC Marketing Coordinator
Department: Recreation
Reports To: Recreation Manager
FLSA Status: Non-Exempt
Salary Range: $21.00 - $33.10 per hour
Prepared By: Human Resource Manager
Approved By: General Manager
Approved Date: September 2026

Summary
The incumbent of this position is responsible for developing, coordinating, and implementing marketing and promotional efforts for LNRA facilities, recreational opportunities, special events, programs and venue rentals. This position focuses on increasing public awareness, facility usage, event participation, and revenue through effective marketing, advertising, social media, and promotional campaigns.

The Marketing Coordinator will work closely with staff, management, vendors, community organizations, and other partners to identify marketing opportunities, promote LNRA facilities and events, and create engaging content that showcases the recreational and event opportunities available to the public.

Essential Duties and Responsibilities include the following. Other duties may be assigned as needed.

Develop and implement marketing strategies to promote LNRA facilities, BRC opportunities, venue rentals, special events, programs and activities.

Create promotional campaigns designed to increase facility usage, event attendance, increased reservations and public awareness at the BRC.

Develop a marketing plan for the Recreation Division as well as promotional timelines for upcoming events, programs and seasonal activities.

Create, develop, and manage written and visual content for social media, websites, advertisements, brochures, flyers, signage, email campaigns, digital displays, and other promotional materials.

Regularly photograph and video facilities, events, recreational activities, and other opportunities for use in marketing and promotional materials.

Coordinate advertising through print, radio, digital, social media, tourism publications, community calendars, and other appropriate outlets.

Develop and maintain relationships with local business, tourism organizations, chambers of commerce, schools, community organizations, event organizers and other potential promotional partners and sponsors.

Assist in developing and operating within a marketing and promotional budget.

Ensure promotional materials maintain consistent LNRA branding and present facilities in a professional and positive manner.

Comply with LNRA Safety Manual.

Assist Management Staff and other divisions as needed.

Supervisory Responsibilities
May include supervisory responsibilities.

Provides leadership in establishing team goals, scheduling resources, assisting other team members with the workload, maintaining awareness of new methods and technologies, and mentoring and training other team members.

Plans and evaluates the performance of assigned personnel. Establishes performance requirements and personal development goals.

Qualifications
To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education and/or Experience
Required:
Bachelor's degree from an accredited college or university in Marketing, Communications, Public Relations, Business, Hospitality, Recreation, Event Management, or a closely related field.
Relevant professional experience may be considered in lieu of a portion of the educational requirement when appropriate.

Preferred:
One (1) to three (3) years of experience in marketing, event promotion, facility marketing, hospitality, tourism, recreation, social media management, event coordination, or a related field.
Experience marketing recreational facilities, event venues, parks, tourism destinations, hospitality facilities, or public events is preferred.

KNOWLEDGE, SKILLS AND ABILITIES
The successful employee should possess:

- Knowledge of marketing, advertising, promotions, social media, event marketing, and community outreach.
- Ability to develop creative strategies for promoting facilities, events, and recreational opportunities.
- Strong written and verbal communication skills.
- Ability to create engaging promotional and social media content.
- Knowledge of social media platforms and digital marketing practices.
- Basic photography and video content creation skills.
- Ability to use graphic design and content creation software such as Canva, Adobe products, or similar programs.
- Proficiency in Microsoft Office applications.
- Strong organizational and project management skills.
- Ability to manage multiple events, campaigns, deadlines, and priorities simultaneously.
- Ability to analyze participation, facility usage, and marketing results and recommend improvements.
- Ability to interact professionally with customers, event organizers, vendors, community organizations, and members of the public.
- Ability to develop and maintain productive relationships with community and promotional partners.
- Ability to work independently, exercise initiative, and identify new promotional opportunities.

- Ability to work collaboratively with facility staff and other LNRA departments.
- Ability to maintain a professional and positive image when representing LNRA.

PERFORMANCE EXPECTATIONS

Success in this position will be measured in part by the employee's ability to:

- Increase awareness and visibility of LNRA facilities, Recreation activities and events;
- Develop consistent and effective marketing campaigns;
- Increase facility usage, reservations, event attendance, and participation;
- Identify new audiences and promotional opportunities;
- Maintain active and engaging digital and social media content;
- Develop effective community and promotional partnerships; and
- Demonstrate measurable results from marketing and promotional efforts.

Certificates, Licenses, Registrations

- Valid Texas Driver License.
- Must maintain an acceptable driving record in accordance with LNRA requirements.

Physical Demands

This position performs work in both office and facility/event environments. The employee may be required to stand or walk for extended periods; travel between LNRA facilities; attend outdoor events; take photographs and videos; transport promotional materials; and assist with event displays, signage, and setup.
The position may occasionally require lifting and carrying materials weighing up to 25 pounds.
The employee must be able to perform the essential functions of the position with or without reasonable accommodation.

Work Environment

Work is performed in both office and outdoor environments. The employee may be exposed to varying weather conditions while attending events, visiting facilities, or creating promotional content.
The position requires flexibility in work scheduling. Evening, weekend, and holiday work may occasionally be required to attend, promote, photograph, or assist with LNRA events and activities.
Travel between LNRA facilities and throughout the surrounding area may be required.

DISCLAIMER

This job description is intended to describe the general nature and level of work performed by employees assigned to this position. It is not intended to be an exhaustive list of all responsibilities, duties, qualifications, or working conditions associated with the position. Duties and responsibilities may be modified or assigned as organizational needs require.