



Cordova Recreation & Park District Community Relations Analyst

SALARY	\$35.42 - \$45.20 Hourly \$2,833.54 - \$3,616.40 Biweekly \$73,672.11 - \$94,026.36 Annually	LOCATION	11070 White Rock Road, Suite 130, Rancho Cordova, CA
JOB TYPE	Full-time	JOB NUMBER	2026-00000616
DEPARTMENT	Communications	OPENING DATE	07/01/2026
CLOSING DATE	7/22/2026 11:59 PM Pacific		

Description

Do you love telling stories that help people feel connected to their community? Are you just as comfortable creating a social media campaign as you are updating a website or digging into analytics to see what's working?

Cordova Recreation & Park District (District) is looking for a creative, collaborative communications professional to join our Community Relations team as a Community Relations Analyst.

In this role, you'll lead the District's digital communications efforts, helping tell the stories behind our parks, programs, facilities and people. From creating engaging content and managing our digital platforms to representing the District at community events, you'll play an important role in strengthening our brand and connecting our community with the experiences we provide every day.

This is a full-time onsite position with a comprehensive benefits package that includes fully paid (base plan) medical, dental, and vision for the employee and all eligible dependents. The District participates in the CalPERS Retirement System. Employees in this classification work a 9/8/80 schedule. (a two-workweek schedule of eight 9-hour days, one 8-hour day, and one day off) Evening and weekends required as necessary for events.

Summary Description

Under general direction of the Communications Manager, plans, coordinates and implements advanced community relations, communications, marketing, public engagement and partnership initiatives; leads strategic communication projects and campaigns; may oversee volunteers, contractors and assigned staff; and serves as a journey-level resource within the Community Relations series.

Distinguishing Characteristics

The Community Relations Analyst is the journey-level classification in the Community Relations series. Incumbents independently manage complex communications, marketing, public engagement, volunteer, sponsorship and partnership initiatives. Incumbents may be assigned specialty focus areas including digital communications, marketing, community engagement, partnerships, events and/or volunteer coordination. This classification is distinguished from the Community Relations Coordinator by responsibility for strategic planning, project leadership, budget administration, contractor oversight and the exercise of independent judgement and decision-making authority.

Who We Are

Established in 1958, the District is an independent special district governed by an elected Board of Directors.

We provide quality recreational programs, parks and services for our diverse and growing region. We currently operate over 50 parks and facilities across more than 600 acres of urban and open space. We also operate Cordova Golf Course which is a full-service 18-Hole course with a lighted driving range, pro-shop and lessons from PGA professionals. We host dozens of events throughout the year and provide athletic, educational and creative outlets for children and adults of all ages.

Who We Serve

We proudly serve communities within Sacramento County including the City of Rancho Cordova and the communities of Gold River, Larchmont, Mather, Riviera East, Rosemont and additional unincorporated portions of Sacramento County.

Learn more about us at <https://www.cordovarpd.gov/>

Essential Functions

The following duties are typical for this classification. Incumbents may not perform all of the listed duties and/or may be required to perform additional or different duties from those set forth below to address business needs and changing business practices.

- Develop and implement strategic communications, marketing and community relations initiatives across digital, print and in-person channels.
- Serve as the project manager for all communication needs, including but not limited to recreation guides, brochures, banners, digital newsletters, print news articles, and various communications to staff and the public.
- Work closely with District departments, community organizations, businesses, elected officials and stakeholders to support communication, outreach and engagement goals.
- Public Relations: Develop and implement informational and promotional materials over both print and digital platforms (i.e. website, social media, blog, email, print publications, press releases, e-newsletters, media advisories); serve as spokesperson for the District when needed or requested; coordinate campaigns and initiatives to promote the District.
- Guest/Customer Communications: Create general strategy and manage all guest service and general inquiries from the community via email and social media.
- Volunteer Coordination: Lead or coordinate volunteer recruitment, onboarding, recognition and program administration activities.
- Media Relations: Build and maintain relationships with local media; pitch to media for coverage; manage on-site visits (familiarization tours); develop contacts, coordinate media interviews and serve as on-site media handler.
- Internal Communications: Build brand narrative around the District employee experience by highlighting the people and work culture on District News & Articles; create flyers and promotional materials for staff events; act as consult to support personnel policy development.
- Event Marketing: Assists in the coordination and implementation of District special events; lead preparations for attendance of non-District community events to promote District projects and services.
- Partnership & Sponsorship: Develop, coordinate and maintain strategic partnerships, sponsorships, community outreach efforts and stakeholder engagement opportunities that support District priorities.
- Advertising: create, assist with design, and place advertising as appropriate within budget, matching key messages with target audiences using appropriate medium (print, trade publications, TV, radio).
- Data Analytics: Prepare financial and statistical reports related to event or program attendance and revenues; benchmark events, programs, and services; compile and analyze trends; prepare other reports and administrative materials.
- Participate in budget preparation and administration; prepares cost estimates for assigned area; submit justifications materials, supplies, and services as needed; monitor and control expenditures.
- Provide direction for contract graphic designers and produces graphics (flyers, posters) for various departments and teams.
- Serve as communications consultant for District staff.
- Prepare a variety of administrative reports, records, and correspondences that may be complex or sensitive.

- Assists with the Board meeting coordination, serves as Clerk of the Board backup for the Communications Manager and attends Board meetings as necessary.
- Attends evening and weekend events as necessary.
- Drive a vehicle throughout the District to perform assigned work.
- Perform related duties as required.

Minimum Qualifications

The following generally describes the knowledge and ability required to enter the job and/or be learned within a short period of time in order to successfully perform the assigned duties.

Knowledge of:

- Excellent communications, public affairs, marketing, and branding with a history of delivering high quality results.
- Principles and practices of marketing and promotion.
- Excellent understanding of organizational operations, elected bodies, and budgeting.
- Demonstrated leadership and experience managing a comprehensive, integrated strategic communications effort.
- Principles and techniques of effective volunteer recruitment, supervision, training and development, and management.
- Effective results in consensus and relationship building that support a communications strategy.
- Office procedures, methods, and equipment including computers and applicable software applications such as word processing, spreadsheets, and databases.
- Suite, social media platforms, and website management platforms.
- Experience managing media and maintaining relationships that support a communications strategy.
- Design and the design process and oversight of design and production of all graphics, collateral, ads, website content, materials, etc.
- Current trends in digital media/social media.

Ability to:

- Effectively and efficiently use project management skills including the ability to manage multiple projects, teams and vendors, and meeting tight deadlines.
- Problem-solve with a track record for translating strategic thinking into action and converting adversity into opportunity.
- Be self-motivated with a positive and professional approach to management, excellent interpersonal skills, creative and a positive attitude.
- Be decisive, resourceful, responsible, and humble with the ability to motivate and be motivated to deliver outstanding results.
- Be confident and intuitive communicator with excellent verbal, writing, editing and presentations skills.
- Analyze data and conduct research to determine trends for marketing, media and public relations.
- Operate office equipment including computers and supporting word processing, spreadsheet, and database applications.
- Make persuasive public presentations.
- Exercise sound judgment with established guidelines.
- Use independent judgment in routine situations, such as answering questions.
- Effectively coordinate work efforts with District staff in all departments.
- Effectively communicate with individuals or groups utilizing a broad base of verbal skills.
- Comprehend and correctly use a variety of informational documents, including reports, procedure manuals, financial analysis and reports initiated by staff.
- Communicate clearly and concisely, both orally and in writing.
- Establish and maintain effective working relationships with those contacted in the course of work.
- Drive a vehicle throughout the District to perform assigned work.

Education and Experience Guidelines - *Any combination of education and experience that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:*

Equivalent to a bachelor's degree from an accredited college or university with major course work in communications, journalism, marketing, or related field, and two years of experience leading public relations initiatives or related

communications management. Experience working for a non-profit, community organization or attraction-based business a plus.

License or Certificate:

Possession of an appropriate, valid driver's license.

Additional Requirements:

Department of Justice (DOJ) and Federal Bureau of Investigation (FBI) background checks required. Required to take and pass a drug screening.

Supplemental Information

PHYSICAL DEMANDS AND WORKING ENVIRONMENT

The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform these essential job functions.

Environment: Work is performed primarily in a standard office environment with some accomplished in an outdoor setting; extensive public contact and constant interruptions; exposure to noise, moisture, dust, and all types of weather and temperature conditions including hot, wet, and/or humid conditions. Work may require travel to and from off-site locations throughout the District.

Physical: Sufficient physical ability and mobility to work in an office or outdoor setting; to sit or stand for prolonged periods of time; to occasionally stoop, bend, kneel, crouch, reach, and twist; to use standard office equipment requiring repetitive hand movement and fine coordination including the use of a keyboard; to occasionally push, pull, lift and/or carry items weighing up to 40 pounds; to make frequent decision-making and concentration; frequent public and coworker contact; occasional working alone; frequent repetitive motion, writing, grasping, holding and reaching; to use fine and gross motor coordination for driving; and to verbally communicate to exchange information.

Vision: See in the normal visual range with or without correction.

Hearing: Hear in the normal audio range with or without correction.

NOTE: The above job description is intended to represent only the key areas of responsibilities; specific position assignments will vary depending on the needs of the department.

Pre-Hire Requirements:

Before an employee is hired, they must successfully complete pre-employment requirements that may include, but are not limited to: Department of Justice (DOJ) and Federal Bureau of Investigation (FBI) background checks, pre-employment drug screening, reference check, DMV check, licensure/certification check, and proof of eligibility to work in the United States in accordance with Immigration and Reform Control Act of 1986.

How to Apply for this Position:

An applicant must submit, during the application filing period, an online application and attach any supplemental information as required in the job announcement which may include submitting responses to a supplemental questionnaire. Online resumes and other unsolicited materials may be attached, but will not be considered in lieu of the required online application, unless otherwise specified in the job announcement. The District reserves the right to limit the number of online applications when necessary. Applicants are responsible for maintaining/updating their contact information through the online application system.

SELECTION PROCEDURES

Initial Selection Review: The Cordova Recreation & Park District reviews all initial application materials to identify

qualified applicants. Applications will be screened against the criteria outlined in this job posting, the minimum qualifications, responses to the supplemental questions, and other needs of the position. The best qualified candidates will be invited to a series of panel interviews at a date that is to be determined.

Testing: Testing for this position or any other position may include, but is not limited to the following: written exam, practical exam, panel interview, oral presentation, project assignment, etc. If a revision is made to a testing component during a recruitment process, the assigned recruiter will notify by email all affected applicants.

Americans with Disabilities Act (ADA) Accommodation: In accordance with the Americans with Disabilities Act, anyone who needs reasonable accommodation to complete a job application, pre-employment testing, or a job interview, please contact the assigned recruiter. Cordova Recreation & Park District is committed to the full inclusion of all qualified individuals and will ensure that people with disabilities are provided reasonable accommodations for the hiring process.

Withdrawing from Recruitment Process: Whenever an applicant chooses to withdraw from a recruitment process, they are required to submit an email notification to the assigned recruiter requesting a withdrawal from the process. The email to the recruiter must include the applicant's current phone number.

Questions: All questions regarding this position should be directed to the assigned recruiter.

NOTE: The provisions of this publication do not constitute an express or implied contract. Any provision in this publication may be modified or revoked without notice.

Equal Opportunity Employer: The Cordova Recreation & Park District is an Equal Employment Opportunity Employer.

Benefits

EMPLOYMENT CLASSIFICATION: Regular Full-Time, Exempt

SALARY: Employees are eligible for merit increases from 1 to 5 salary steps after the first year of employment, and thereafter annually based on their work performance and until they reach the top of their step salary range.

SOCIAL SECURITY: Authority employees are covered by Social Security; therefore, they are required to contribute (6.2%)

MEDICARE: Employees hired after March 31, 1986, contribute 1.45% to Medicare.

RETIREMENT: Employees are enrolled in a defined benefit retirement program under the CalPERS Retirement System as follows:

*If hired prior to December 31, 2012, 2% at age 55 retirement formula, employee contributions 7% of compensation earnable.

*If hired after December 31, 2012, without reciprocity, 2% at age 62 retirement formula, employee contributions 8% of compensation earnable.

DEFERRED COMPENSATION: Employees in regular or limited-term positions may at their choice participate in the District's CalPERS 457 deferred compensation plan.

MEDICAL BENEFIT: Employees have a choice of Sutter, Western Health Advantage or Kaiser medical plans. The District contributes 100% toward employee and dependent medical premiums for a High Deductible Plan with a generous employer contribution toward a Health Savings Account (HSA) or a low Co-pay Plan with either carrier. Employees have the option to pay extra to enroll in a premium Co-Pay HMO plan or opt out and be paid 50% of the premium as taxable wages if already insured.

DENTAL/VISION CARE: The District contributes 100% toward employee and dependent dental and vision premiums provided by Mutual of Omaha.

LIFE AND ACCIDENTAL DEATH AND DISMEMBERMENT INSURANCE: The District provides Term Life and AD&D equivalent to one year gross salary.

LONG TERM DISABILITY: The District contributes 100% toward employee long term disability plan provided by Mutual of Omaha.

VACATION: Full-time eligible employees begin to earn paid vacation time according to the schedules set forth below. Vacation time begins to accrue beginning with the employee's first day of employment. However, employees will not be entitled to take paid vacation time until after six (6) months of employment with the District unless approved by the General Manager.

Years of Employment	Hours Per Month	Hours Bi-Weekly	Max Accrual of Hours
1 - 5 Years	8.0	3.69	192
6 - 10 Years	10.0	4.62	240
11 Years	10.7	4.92	256
12 Years	11.3	5.23	272
13 Years	12.0	5.54	288
14 Years	12.7	5.85	304
15 Years	13.3	6.15	320
After 15 Years	14.0	6.46	336

HOLIDAYS: All Regular Full Time employees of the District shall be entitled to the following eleven (11) fixed holidays with pay:

- New Year's Day, January 1st
- Martin Luther King Day, Third Monday in January
- President's Day, Third Monday in February
- Memorial Day, Last Monday in May
- Independence Day, July 4th
- Labor Day, First Monday in September
- Veteran's Day, November 11th
- Thanksgiving Day, Fourth Thursday in November
- The Friday following Thanksgiving Day, Fourth Friday in November
- Half day or four (4) hours on Christmas Eve, December 24th
- Christmas Day, December 25th
- Half day or four (4) hours on New Year's Eve, December 31st

In addition, all regular full-time employees shall be issued two (2) floating holidays per calendar year starting January 1st.

SICK LEAVE: Sick leave is earned at the rate of 3.69 hours per pay period (equivalent to eight hours per month), beginning with the first month of employment. All unused sick leave may be carried forward into ensuing years and become part of the current allowance. There is no limit to the amount of sick leave that can be accumulated. Sick leave cannot be used until earned.

ADMINISTRATIVE LEAVE: Regular full-time exempt employees are granted eighty (80) hours of Administrative Leave each calendar year. Administrative leave hours may be carried over from one fiscal year to the next, up to the 80.00 hour ceiling. New employees or employees becoming eligible due to a promotion receive Administrative Leave on a prorated basis, with six point six seven (6.67) hours granted for each full calendar month remaining in the calendar year with a maximum of 80 hours.

UNIFORMS: Uniforms are provided to employees in designated positions.

Employer

Cordova Recreation & Park District

Address

11070 White Rock Road
Suite 130

Websitecordovarpd.gov**Community Relations Analyst Supplemental Questionnaire*****QUESTION 1**

The Community Relations Analyst is an in-person position with a 9/8/80 schedule (Monday through Thursday, 9-hour days; Friday 8-hour day; every-other-Friday off). There are no regular hybrid or remote schedules available. Evening and weekends required as necessary for events. By checking the box below, you acknowledge your understanding of the schedule for this position.

I acknowledge understanding of the schedule for this position.

***QUESTION 2**

Please describe a time you successfully partnered with another agency or organization for an event, program, or marketing effort.

***QUESTION 3**

Describe a time you had to decide which communication channels or tactics to use for a particular audience. What factors influenced your decision and what did you learn from the experience?

***QUESTION 4**

Tell us about a communication, campaign, or project you're proud of. What made it successful and what was your contribution?

***QUESTION 5**

Do you hold a bachelor's degree (or equivalent to a bachelor's degree) from an accredited college or university with major course work in communications, journalism, marketing, or related field?

Yes

No

***QUESTION 6**

How many years of relevant experience do you have leading public relations initiatives or related communications management?

No experience

One year of experience

Two years of experience

Three years of experience

Four or more years of experience

***QUESTION 7**

Do you have experience working for a non-profit, community organization or attraction-based business?

- Yes
- No

***QUESTION 8**

This position requires the ability to drive a vehicle throughout the District to perform assigned work. Do you currently possess a valid Class C (basic, noncommercial vehicle) California Driver's License?

- Yes
- No

***QUESTION 9**

After reviewing the job description, are you able to perform all of the essential functions of the job with or without accommodation?

- Yes
- No

* Required Question