



City of Sunnyvale

Recreation Services Coordinator 2 - Marketing

SALARY	\$49.06 - \$62.61 Hourly	LOCATION	Sunnyvale, CA
JOB TYPE	Full-Time	JOB NUMBER	25-00111
DEPARTMENT	Library and Recreation Services	OPENING DATE	08/21/2025
CLOSING DATE	9/18/2025 5:00 PM Pacific		

Description

RECREATION SERVICES COORDINATOR 2

Regular, Full-Time Employment Opportunity

Administrative, Marketing & Events Division

The position opens Thursday, August 21, 2025, and the final filing date is Thursday, September 18, 2025, at 5:00 pm or after receiving 75 qualified and complete applications, whichever is first.

The City of Sunnyvale is recruiting for an energetic, creative, and passionate Recreation Services Coordinator 2 – Marketing to join our award-winning Library and Recreation Services Department. We inspire a healthy community by fostering lifelong learning and play through progressive services and programs for all.

This fast-paced role leads marketing and communication strategies that support the department's mission to build a fun, inclusive and engaged community. The ideal candidate will have a strong background in marketing, design coordination, content creation and public outreach.

Key responsibilities include production of a monthly activity newsletter and coordination of the seasonal Activity Guide, including editing, working with a contract graphic designer, selecting artwork and managing print production. The position supervises a small marketing team, two part-time, unbenefited staff and a seasonal intern, to create social media content, marketing flyers, outreach materials, and special event collateral. The position also serves on special event committees and plays a key role in marketing and promotional efforts to support community-wide events. Additional responsibilities include managing digital campaigns, maintaining brand guidelines, updating website content and coordinating with internal stakeholders.

If you're a collaborative, creative professional who values community engagement and impactful communication, we invite you to apply for this exciting opportunity.

City of Sunnyvale Benefits:

- CalPERS retirement pension
- Medical, dental, and vision benefits
- Retiree medical benefit

- 11 paid Holidays
- 30 hours* of Floating Holidays (*Prorated based on date of hire)
- Paid Time Off (PTO) accruals
- Employee Wellness Programs

For a complete job description, please click here: [Recreation Services Coordinator I/II](#)

Under general supervision of a Recreation Services Manager, plans, coordinates, monitors, and leads community recreation, arts and community services programs, services and facilities for an assigned program area; and performs related work as assigned.

DISTINGUISHING CHARACTERISTICS

Recreation Services Coordinator II is an experienced journey-level classification in the series. Incumbents are expected to independently perform the full scope of duties associated with planning and coordinating recreation, arts and community services programs under direction. **Recreation Services Coordinator II** is distinguished from the higher-level classification of **Recreation Services Manager** in that the **Recreation Services Manager** has full supervisory and management responsibility for professional and support staff, budget, and program administration. Positions in this class are flexibly staffed and are normally filled by advancement from the I level once the incumbent meets the qualification standards of the II level, demonstrates an ability to perform the full scope of work, and meets performance expectations.

Essential Job Functions

(May include, but are not limited to, the following):

- Plans, coordinates, monitors, leads and directs programs, services and facilities in specific and defined program areas.
- Plans and coordinates programs, services and facilities by analyzing demand and researching trends, demographics and needs of program participants; evaluates current programs and plans for future programs; prepares justification for recommended programs.
- Designs and implements customer feedback system to support city-wide customer service strategy; administers, tabulates, evaluates, and modifies programs, services and facilities to respond to customer satisfaction surveys.
- Prepares and monitors revenue and expense projections and budget reports for assigned program area(s).
- Ensures assigned building(s), facilities and equipment are operational and free of health and safety hazards; may open, close and secure facilities.
- Researches and makes recommendations on facility and building renovations.
- Supports marketing promotions and strategies, including preparation of brochures, flyers, posters, news releases, social media, and other marketing devices and promotional materials.
- Acts as liaison to special agreement groups, community organizations and Commissions, within assigned program area.
- Coordinates purchases and installations with appropriate City departments for approved equipment.
- Initiates and negotiates service contracts and rental agreements; administers contracts, including preparation of invoices and monitoring payment processes within level of authority.
- Participates in staff and professional meetings, organizations, committee workshops and conferences.
- Develops and prepares reports, correspondence and documentation.
- Assists the public in locating, selecting and/or developing appropriate recreation, arts and community services programs, services and facility resources.
- Schedules, trains, recruits and evaluates regular full time, regular part-time, and casual employees and volunteers for assigned program area; provides day-to-day direction within assigned program.
- Monitors and approves timecards.
- Makes recommendations for allocation of resources based on program and facility needs for personnel, equipment and materials; monitors equipment, materials and resources related to assigned program area.

- Keeps abreast of trends, issues, and the impact of local, state and federal legislation on programs, services and facilities and the impact to the community; attends professional workshops and conferences as resources allow.

WORKING CONDITIONS

Position requires prolonged sitting, standing, walking, reaching, twisting, turning, kneeling, bending, squatting and stooping in the performance of daily activities. The position also requires grasping, repetitive hand movement and fine coordination in using a computer keyboard. Additionally, the position requires near and far vision in reading reports and work related documents and using a computer. Acute hearing is required when providing phone and personal customer service. The need to lift, drag and push files, paper, books and documents weighing up to 100 pounds is also required. Some duties require incumbents to work outdoors in various weather conditions. Some of these requirements may be accommodated for otherwise qualified individuals requiring and requesting such accommodation.

Minimum Qualifications

Education & Experience

The minimum qualifications for education and experience can be met in the following way:

Recreation Services Coordinator II

A Bachelor's degree from an accredited college or university in recreation/leisure, arts administration, hospitality management, human services, public administration, business administration or a related field; AND

Three years of experience similar to a **Recreation Services Coordinator I** with the City of Sunnyvale.

Knowledge of:

Recreation Services Coordinator I

- Recreation, arts and community services standards, practices and resources.
- Common recreational and social needs of various populations and age groups.
- Principles and practices of program, service and/or facility operations, including the methods and techniques of evaluation and budgeting.
- Basic mathematics.
- Office methods, procedures, software and equipment.
- Principles of customer service.

Ability to:

- Plan, organize and implement recreation, arts and community services and facilities services programs in a specialized area.
- Operate a computer using word processing and business software and other office equipment.
- Determine and implement the appropriate course of action in emergency and/or stressful situations.
- Facilitate meetings, presentations and other activities in support of assigned programs.
- Creatively problem-solve.
- Understand and follow written and oral instructions.
- Communicate effectively, both orally and in writing.
- Establish, maintain and promote positive and effective working relationships with employees, other agencies and the public.
- Demonstrate initiative and exercise good judgment in the performance of duties.
- Develop and implement recreation, arts and community services programs, services and facilities that meet the needs of the community.
- Learn the operation, policy and procedures of the Library and Recreation Services Department.
- Work independently and as a team member; recognize and set priorities and meet deadlines.
- Observe safety principles, manage risk, and work in a safe manner.

Knowledge of:

Recreation Services Coordinator II

The above, plus:

- Recreation, arts and community services program and facility issues and customer interests.
- Potential partnerships with local community service agencies.
- Practices of facility management and rental.
- Needs assessment and program evaluation practices and techniques.

Ability to:

Recreation Services Coordinator II

The above, plus:

- Develop and implement recreation, arts and community services programs, services and facilities.
- Recruit, train and coordinate the work of casual part-time and volunteer staff and program participants.
- Prepare a variety of complex documents and reports, press releases, and other written materials based on oral and written information.
- Learn policies and regulations related to assigned program.

Willingness to:

Work irregular hours or shifts, and on nights, weekends, or holidays when needed.

Licenses/Certificates:

Possession and continued maintenance of a valid class C California driver's license or the ability to provide alternative transportation as approved by the appointing authority and a safe driving record.

DESIRABLE QUALIFICATIONS

- Additional experience in one or more of the following specialty areas: Arts, Customer and Business Services, Special Populations, Seniors and Therapeutics, Sports and Aquatics, and/or Youth and Teen Services.
- Eligible for state and national certification in Therapeutic Recreation.
- Certificate with California Board and Recreation Park Certification (CBRPC) and /or National Council for Therapeutic Recreation Certification (NCTRC).
- A Master's degree.

Application and Selection Process

APPLICATION PROCESS

If you are interested in this opportunity, please submit a City of Sunnyvale employment application and responses to the supplemental questions to the Department of Human Resources. **Interested candidates are encouraged to apply as soon as possible as the posting will close after receiving 75 qualified and complete applications or by Thursday, September 18, 2025 at 5:00 pm, whichever is first.**

Candidates are asked to fully describe any training, education, experience, or skills relevant to this position; resumes are not accepted in lieu of an application. Electronic applications may be submitted online through the City's employment page at Sunnyvale.ca.gov and click on JOBS. Late or incomplete applications will not be accepted.

EXAM PROCESS

Applications will be competitively screened based on the minimum qualifications of this position. Based upon a review of the application materials, the most qualified candidates will be invited to participate in the **oral examination process**

scheduled for **Thursday, October 2, 2025**. (Note: The examination process may be changed as deemed necessary by the Director of Human Resources.)

SELECTION PROCESS

Those candidates that receive a passing score on the examination will be placed on an eligibility list for up to one year, in accordance with the City's Civil Service Rules and Administrative Policies. **Top candidates on the eligibility list will be invited to participate in a selection interview with the department tentatively scheduled for the week of October 13, 2025.**

Any candidate that is selected by the hiring department will be required to successfully complete a pre-employment process, which may consist of a background history check, as well as a medical exam(s) administered by a City selected physician(s) before hire. Prior to starting work, all newly-hired employees will be fingerprinted to check conviction history. A conviction history will not necessarily disqualify an applicant from appointment; however, failure to disclose conviction history will result in refusal of employment or termination. Positions which are covered by the Department of Transportation regulations are required to submit to a pre-employment drug test and to random drug and alcohol testing.

INFORMATION ABOUT PROOF OF EDUCATION

Any successful candidate, selected by the hiring department will be required to submit proof of education (i.e. original copy of the diploma or college/university transcripts). A candidate with education obtained outside the United States must have education records evaluated by a credential evaluation service at the candidate's expense to determine its equivalency in the United States. Candidates may utilize any third-party agency for the evaluation. If you search 'education equivalency verification' or similar online, you will obtain results for agencies that provide this evaluation service.

ADDITIONAL INFORMATION

Positions in this job classification are represented by the [Sunnyvale Employees Association \(SEA\)](#).

For assistance on how to fill out your job application, watch the following video:

- [How to Apply for a City of Sunnyvale Job](#) - YouTube (5:13)

The information contained within this announcement may be modified or revoked without notice and does not constitute either an expressed or implied contract.

The City of Sunnyvale is an Equal Opportunity Employer. It is the policy of the City of Sunnyvale not to discriminate against all qualified applicants or employees on the basis of actual or perceived race, religion (including religious dress or grooming practice), color, sex (includes gender, pregnancy, childbirth, medical conditions related to pregnancy or childbirth, breastfeeding or medical conditions related to breastfeeding), gender identity and/or gender expression, sexual orientation (including heterosexuality, homosexuality and bisexuality), ethnic or national origin, ancestry, citizenship status, uniformed service member status, marital status, family relationship, age, cancer or HIV/AIDS related medical condition, genetic characteristics and/or genetic information, and physical or mental disability. Applicants needing special accommodations for testing should submit a request to the Department of Human Resources at time of application.

Employer

City of Sunnyvale

Address

456 W. Olive Avenue

Sunnyvale, California, 94086

Phone

Website

Recreation Services Coordinator 2 - Marketing Supplemental Questionnaire

*QUESTION 1

Instructions for completing the supplemental questionnaire:

This supplemental questionnaire will be a primary tool in the evaluation of your qualifications for this position. The supplemental information that you provide will be evaluated along with your completed application. Please limit your response to one page per question. In answering the question(s), be as specific as you can. Some questions may include multiple parts (i.e., (a), (b), (c), (d), etc.). Please make sure to address each part of each question in the supplemental questionnaire below.

Please be advised that you will be 'timed out' of this page after 30 minutes. Therefore, it is best to copy the supplemental questions that require text answers from this page into a document that you can save on your computer, produce your responses in that document, and then copy and paste the responses into the space provided below. Additionally, please save your work continuously.

The completed application and responses to supplemental questions constitute an examination. **Note: qualifying experience must be reflected on the education, work experience, Certificates/Licenses section of the job application form. Please note the information provided in the supplemental question will not be accepted in lieu of completing the work experience section of the application.**

Resumes may be attached, but they will not be accepted in lieu of completing the work experience section of the application or the supplemental questions. The information you provide will be used to further identify those applicants who are best qualified to continue in the selection process for this position.

Your responses to the questions that require you to detail your background and experience should include the following information:*

- The number of years of experience you have had performing the duties that you are describing;
- The name(s) and type(s) of organization(s) where you obtained such experience; and,
- Your role and specific responsibilities within the organization(s).

***Responses to the supplemental questions that indicate "see resume" are considered incomplete.** By checking the 'Yes' response below, I indicate that I have read these instructions for completing the supplemental questionnaire and in accordance with these instructions, I understand that written responses to the supplemental question(s) listed below are required, in order to evaluate my qualifications for this position and for my application to be considered complete.

Additionally, I certify that I have completed the following supplemental questionnaire on my own; the answers accurately reflect my training, education and experience; and, I understand that my responses are subject to verification.

☐ Yes

☐ No

*QUESTION 2

Do you have a Bachelor's degree from an accredited college or university in recreation/leisure, arts administration, hospitality management, human services, public administration, business administration or a related field?

- ☐ Yes
- ☐ No

*QUESTION 3

Do you have at least three years of experience in recreation programs or other community-based services with an emphasis in marketing and communication strategies?

- ☐ Yes
- ☐ No

*QUESTION 4

If you answered yes to Question 3, describe your experience in the space below. In your answer, include any marketing experience that involves supporting recreation or community-based programs and/or the creation of a guide, brochure, flyer or newsletter. Please include: --Number of years of experience --Name of the organization(s) --Your role and responsibilities --Notable accomplishments If you answered no, please enter N/A below.

*QUESTION 5

(Written Response: 300–600 words) This response will be evaluated on technical detail and quality of writing. Describe a marketing campaign you created or contributed to that promoted an event, community-based service or recreation program. Please include: --Your specific role --Target audience(s) --Core message(s) --Marketing channels used (e.g. social media, print, email) --Timeline and budget --Objectives of the campaign --Outcome/results If you do not have this experience, please enter N/A below.

*QUESTION 6

(Written Response: 300–600 words) This response will be evaluated on technical detail and quality of writing. Please describe your relevant background and responsibilities in all of the following areas you have experience: --Guide or brochure production --Newsletter production --Social media content planning/management --Special event marketing --Supervising creative staff (e.g. designers, editors) Please provide specific examples and include agency name(s) and job title(s), if applicable. If you do not have this experience, please enter N/A below.

* Required Question