

**MANSFIELD TOWNSHIP  
COUNTY OF BURLINGTON**

**ORDINANCE 2022-16**

**AN ORDINANCE OF THE TOWNSHIP OF MANSFIELD, COUNTY OF BURLINGTON,  
STATE OF NEW JERSEY TO ESTABLISH AND CREATE THE POSITION OF  
RECREATION-SPECIAL EVENTS-SOCIAL MEDIA COORDINATOR**

**Be it enacted by the Mansfield Township Committee as follows:**

**Chapter 2:14**

**The Code of the Township of Mansfield is hereby amended by adding thereto a new subchapter, Chapter 2:14-(I), within The Various Department Positions section of the Code of the Township under “Administration Of Government”, to read as follows:**

**WHEREAS**, the Township of Mansfield is in need of a Recreation-Special Events-Social Media Coordinator; and

**WHEREAS**, the creation of this position will allow Mansfield Township to operate more efficiently and effectively; and

**WHEREAS**, The Mansfield Township Committee is in agreement that the position of Recreation-Special Events-Social Media Coordinator should be created; and

**NOW THEREFORE BE IT ORDAINED AND ESTABLISHED** by the Township Committee of the Township of Mansfield, in the County of Burlington and State of New Jersey, that Chapter 2 (“Administration of Government”), of the Code of the Township of Mansfield is hereby amended as follows:

**SECTION 2:14 (I)**

**A. Recreation-Special Events-Social Media Coordinator:**

The position of **Recreation-Special Events-Social Media Coordinator** for the Mansfield Township is hereby created.

1. The job responsibilities as **Recreation Coordinator** shall be under general supervision from the Township Administrator, and perform administrative functions for the Recreation Committee, and act as the Recreation Chair. Main Duties would include:
  - a. Plans and manages a comprehensive municipal recreation program including athletic leagues, instructional programs, and recreation special events.
  - b. Manages the recreation website and registration system
  - c. Responsible for the marketing and promotion of parks and recreation programs and facilities, including web pages and social media
  - d. Prepares and manages the annual budget for recreation program functions. Approves purchases of supplies and operating inventory for recreation programs. Develops alternative funding sources for programs and improvements.
  - e. Performs public relation duties, responds to complaints, and handles all league suspensions and rule enforcement
  - f. Secures facilities with school districts and other entities for program use and obtain insurance certifications as necessary through the Township Clerk

- g. Develop a short and long range plan for a comprehensive township wide recreation program, propose long range capital improvement, and propose development of facilities, equipment, and programs
- h. Deposits and reconciles all sports registration fees
- i. Maintain petty cash funds provided through the township
- j. Maintain database of coaches certifications and criminal background checks as well as coordinate updates of same
- k. Obtains quotes for uniforms and equipment when necessary
- l. Assists with developing each sport sub-committee with administration of the same
- m. Responsible for all Recreation Equipment
- n. Responsible for the safety and security of facilities
- o. Attend evening coaches' meetings, clinics, assessments with sub-committees
- p. Prepares agenda for monthly Recreation Committee meeting and records and distributes minutes of meetings

2. The job responsibilities as **Special Event Coordinator**, shall be under general supervision from the Township Administrator, performs event planning and coordination of all Community Events, including, but not limited to Field Day, Farmer's Market, Movie Nights in the Park, Touch a Truck, Harvest Festival and Holiday Tree Lighting/Wagon Rides. Main Duties would include:

- a. Cost Analysis of township events while staying within the allocated budget
- b. Solicitation of donations
- c. Fundraising
- d. Secure and schedule vendors for township events requiring vendors
- e. Communication and coordination with township public works foreman, police, fire and ems for all scheduled events.
- f. Set-up, execution and cleanup of all scheduled Township Events
- g. Community Outreach
- h. Advertise and Promote Township Events
- i. Organization and maintenance of the Special Events storage space in the Mansfield Community Park Concession Stand

3. **The Social Media Coordinator's objective** is to ensure the Township of Mansfield's Governing Body and Administration communicates effectively and efficiently with all Township residents, in having the Township looked upon as the primary source for information regarding all matters involving operations and reflecting the mission, vision, and goals of the Township. The Social Media Coordinator will develop, oversee and implement a plan with regard to all Township communications and messaging via news delivery, website and social media management. The Social Media Coordinator will collaborate and work with the Township's Governing Body and Township Administrator to maintain a positive brand identity for the Township. Main Duties would include:

- a. The development of partnerships and engagement with community, governmental (state and local), local business

and other professional organizations on a local, state and national level

- b. The development, maintenance and evaluation of a comprehensive program of public relations, community outreach, crisis and emergency communications, and other communications initiatives as defined by the Township's Governing Body and the Township Administrator.
- c. The branding, marketing, and advertising of programs and services offered by the Township.
- d. Develops, composes, edits, produces and distributes informational materials.
- e. Works directly with the Township Governing Body and Township Administrator to evaluate, develop, create and maintain website content and presentation.
- f. Oversee daily changes and updates to the website including the calendar.
- g. Maintains and manages the overall brand on social media and responsible for content development and management of Township digital media.
- h. Researches and applies for various grant opportunities from federal, state and local that are available to the Township.

The rate of compensation for the position of Recreation-Special Events-Social Media Coordinator shall be within the following range \$40,000.00 (forty thousand) to \$65,000.00 (sixty-five thousand) annually.

Salary Ordinance 2022-5, covering the 2022-2023 years, is amended to include the above position.

**REPEALER, SEVERABILITY AND EFFECTIVE DATE.**

- A. Repealer. Any and all Ordinances inconsistent with the terms of this Ordinance are hereby repealed to the extent of any such inconsistencies.
- B. Severability. In the event that any clause, section, paragraph or sentence of this Ordinance is deemed to be invalid or unenforceable for any reason, then the Township Committee hereby declares its intent that the balance of the Ordinance not affected by said invalidity shall remain in full force and effect to the extent that it allows the Township to meet the goals of the Ordinance.
- C. Effective Date. This Ordinance shall take effect upon proper passage in accordance with the law.

**I, LINDA SEMUS, RMC, CMR**, Municipal Clerk of Mansfield Township, County of Burlington, State of New Jersey do hereby certify the foregoing to be a true and accurate copy of the Ordinance which was introduced by the Township Committee of the Township of Mansfield, County of Burlington, State of New Jersey on November 2, 2022 and will be considered for final adoption, after the public hearing, by the Township Committee, at their meeting to be held on November 16, 2022.

**Introduced: November 2, 2022**  
**Adopted:**

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**LINDA SEMUS, RMC, CMR**  
**Municipal Clerk**