

**MARKETING AND DEVELOPMENT SPECIALIST**

Salary Range: 1 (Management Salary Schedule)

**DEFINITION**

Under general direction, develops, and utilizes professional marketing strategies to promote City programs, activities, and events to customers and the general public; produces promotional, informational, and public relations materials including publications, exhibits, signage, and specialty items; assists with coordinating various special events and arts programs; writes grants related to areas of responsibility; oversees, monitors, and/or directs the work of assigned personnel; performs related work as assigned.

**DISTINGUISHING CHARACTERISTICS**

This is a management level class within the Department of Recreation, Arts, and Event Tourism. The incumbent is responsible for completing assignments using independent judgement, while working under minimal supervision. This class is distinguished from the Special Events Manager in that the latter is responsible for managing, directing, planning, overseeing, implementing, and coordinating the City's community programs, activities, and events while the former is responsible for developing the marketing strategies for the various programs, activities, and events.

**SUPERVISION EXERCISED AND RECEIVED**

The incumbent reports to the Recreation, Arts, and Event Tourism Business Program Manager and/or designee and has responsibility for providing direct and indirect supervision over technical and administrative support personnel.

**EXAMPLES OF DUTIES, KNOWLEDGE, AND ABILITIES:**

Duties may include, but are not limited to the following:

- Develops and implements marketing and communication plans and strategies for assigned programs, activities, and events.
- Develops and conducts market research and public opinion surveys; analyzes customer behavior, usages, and trends; evaluates programs and modifies communication, advertising and outreach methods as necessary.
- Develops and implements a variety of outreach activities and communications methods to educate and inform the public and customers regarding assigned programs, activities, and events in support of department goals; make presentations about programs and related value, benefits and cost savings.
- Works closely with current or prospective customers to encourage continued or new program participation; addresses customer issues, concerns, and needs and resolves problems.
- Develops customer contact and communications plan to establish point-of-contact relationships; serves as liaison to other City staff and departments relative to customer concerns or needs.

- Participates in budget preparation related to program areas; prepares costs estimates for budget recommendations for marketing and advertising; monitors expenditures.
- Evaluates, recommends and implements new or modified policies, processes, or programs in response to customer needs and available new technology; proposes methods for development and implementation.
- Designs, plans and implements marketing and advertising material; provides training and technical support to staff on marketing, advertising, writing, publicity and communication strategies and policies; participates in or oversees the design, development and publication of outreach and marketing materials.
- Plans, prioritizes, assigns, supervises and reviews the work of assigned personnel related to program activities.
- Builds and maintains positive working relationships with co-workers, other City employees and the public using principles of good customer service.
- Serves on various City and community committees as requested.
- Develops a comprehensive sponsorship program; maintains an accurate database of patrons, sponsors/contributors, and volunteers; maintains sponsor contracts and track renewal dates.
- Writes, reviews and edits grant applications.
- Performs related duties as assigned.

## **EMPLOYMENT STANDARDS**

### **Knowledge of:**

- Principles and practices of marketing, advertising, public relations, market research and analysis, printing and publishing.
- Basic principles and methods as it pertains to social media tools and internal and citizen-to-government communication.
- Practices and methods of developing and coordinating programs.
- English usage, spelling, punctuation and grammar.
- Graphic design principles; web design and editing.
- Techniques, processes, and materials used in the development of promotional materials.
- Principles and procedures of record keeping.
- Methods of project management.
- Business letter writing and basic report preparation.
- Common word processing, spreadsheet, and database software; software used in production of graphic materials.
- Basic budget preparation and monitoring.

**Ability to:**

- Independently perform professional marketing and/or public information duties to promote and market assigned department and City services and programs.
- On a continuous basis, know and understand all aspects of the job. Intermittently analyze work papers, reports and special projects; identify and interpret technical and numerical information; observe and problem solve operational and technical policy procedures.
- Analyze market changes to determine new business and program opportunities. Collect, analyze and interpret customer data.
- Conduct market research and analysis.
- Prepare and make effective oral presentations to a variety of formal and informal audiences.
- Assist in developing operating policies and procedures related to area of assignment.
- Learn Pricing, rates, rate trends, and technical features of assigned department operations.
- Communicate clearly and concisely, both orally and in writing.
- Use personal computer applications such as word processing, spreadsheet, and databases.
- Prepare a variety of reports and maintain accurate records and files.
- Supervise, train and evaluate assigned technical and administrative support personnel.
- Attend evening or weekend meetings as required.
- Make public presentations.
- Establish and maintain effective working relationships with those contacted in the course of work.

**MINIMUM QUALIFICATIONS**

*Any combination of training and experience that would provide the required knowledge, skills and abilities is qualifying. A typical way to obtain the required qualifications would be:*

Equivalent to a Bachelor's degree from an accredited college or university with major coursework in English, communications, marketing, graphic design, public relations, advertising, business administration, journalism, public administration or a related field; and two (2) years of experience in marketing, sales, development or publications editing required. Experience with digital marketing, social media, not-for-profit arts, entertainment/music industry and supervision preferred.

**GENERAL QUALIFICATIONS**

**License Requirements:**

A valid California Class C driver license or higher with a satisfactory driving record is required at the time of appointment. Individuals who do not meet this requirement due to a disability will be reviewed on a case-by-case basis.

**Physical Requirements:**

The incumbent appointed to this class must be physically able to perform the duties of this position, including the mobility to work in a standard office setting and use standard office equipment, including a computer; the ability to operate a motor vehicle and to visit various City sites and attend off-site meetings; vision to read printed materials and a computer screen; hearing and speech to communicate in person, before groups and over the telephone; finger dexterity to access, enter and retrieve data using a computer keyboard, typewriter keyboard or calculator and to operate standard office equipment; ability to bend, stoop, kneel, reach, push and pull drawers open and closed to retrieve and file information; occasionally lift and, carry reports and records that typically weigh less than 20 pounds.

**Working Conditions:**

Incumbents work in an office environment with moderate noise levels, controlled temperature conditions and no direct exposure to hazardous physical substances, and may interact with upset staff and/or public representatives in interpreting and enforcing departmental policies and procedures. Employees may be required to work on evenings, weekends and holidays, and participates in afterhours on-call assignments.

**FLSA: E**

This job specification should not be construed to imply that these requirements are the exclusive standards of the position. Not all duties are necessarily performed by each incumbent. Additionally, incumbents may be required to follow any other instructions and to perform any other related duties as may be required by their supervisor.