

## Class Title: Manager of Visitor Marketing

**BRIEF DESCRIPTION OF THE CLASSIFICATION:**

Develops and implements annual market plan to generate visitation. Meets with potential advertising representatives and purchases local, regional and national print and broadcast advertising. Manages the overall marketing, public relations, media relations and sales functions.

**ESSENTIAL FUNCTIONS:**

*This information is intended to be descriptive of the key responsibilities of the classification. The following examples do not identify all duties performed by any single incumbent. Specific requirements of individual positions are described in the Job Description.*

Physical Strength Code		ESSENTIAL FUNCTIONS
1	S	Administers advertising program by meeting with sales representatives, requesting and approving advertising/marketing materials, liaison with advertising agencies, signing contracts, requesting DCV's, processing invoices, developing advertisements concepts, writing copy, working with graphic designer, determining quantities, researching opportunities and costs, developing spreadsheets, and soliciting media sponsorships.
2	S	Manages marketing requirements by developing and implementing co-op marketing opportunities, meeting with co-op partners, developing and writing timelines and strategies, producing collateral materials, writing proposals to solicit funds and sponsorships, meeting with staff members and reviewing marketing plans.
3	S	Develops, plans and implements special event activities to generate visitation.

CSC Adopted: October 2001, CSC Revised: \_\_\_\_\_

**CLASS REQUIREMENTS:**

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Formal Education / Knowledge	Work requires broad knowledge in a general professional or technical field. Knowledge is normally acquired through four years of college resulting in a Bachelor's degree or equivalent.
Experience	Three years experience.
Certifications and Other Requirements	Valid Driver's License may be required depending on assignment.
Reading	Work requires the ability to read contracts, reports, sales agreements, and marketing plans.
Math	Work requires the ability to perform general math calculations such as addition, subtraction, multiplication and division.
Writing	Work requires the ability to write reports, marketing plans, and news releases.
Managerial	Managerial responsibilities include planning and managing work functions, marketing initiatives, and events.
Budget Responsibility	Researches documents, compiles data for computer entry, and/or enters or oversees data entry and has responsibility for monitoring budget expenditures (typically non-discretionary expenditures) for a work unit of less than bureau size.
Supervisory / Organizational Control	Work requires supervising and monitoring performance for a regular group of employees in a work unit including providing input on hiring/disciplinary actions and work objectives/effectiveness, and realigning work as needed.
Complexity	Work is governed by broad instructions, objectives and policies. Work requires the exercise of considerable initiative and independent analytical and evaluative judgment.
Interpersonal / Human Relations Skills	Contacts others within the organization. These contacts may involve similar work units or departments within the City which may be involved in decision making or providing approval or decision making authority for purchases or projects. Works with individuals outside the City who may belong to professional or peer organizations. Working with various state and federal agencies may also be required.

CSC Adopted: October 2001, CSC Revised: \_\_\_\_\_

**OVERALL PHYSICAL STRENGTH DEMANDS:**

Sedentary X	Light	Medium	Heavy	Very Heavy
S = Sedentary Exerting up to 10 lbs. occasionally or negligible weights frequently; sitting most of the time	L = Light Exerting up to 20 lbs. occasionally, 10 lbs. frequently, or negligible amounts constantly OR requires walking or standing to a significant degree.	M = Medium Exerting 20-50 lbs. occasionally, 10-25 lbs. frequently, or up to 10 lbs. constantly.	H = Heavy Exerting 50-100 lbs. occasionally, 25-50 lbs. frequently, or up to 10-20 lbs. constantly.	VH = Very Heavy Exerting over 100 lbs. occasionally, 50-100 lbs. frequently, or up to 20-50 lbs. constantly.

**PHYSICAL DEMANDS:**

C = Continuously 2/3 or more of the time.	F = Frequently From 1/3 to 2/3 of the time.	O = Occasionally Up to 1/3 of the time.	R = Rarely Less than 1 hour per week.	N = Never Never occurs.
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*This is a description of the way the job is currently performed; it does not address the potential for accommodation.*

PHYSICAL DEMANDS	FREQUENCY CODE	DESCRIPTION
Standing	O	Copier, fax machine, filing, presentations
Sitting	F	Computer, desk work, meetings
Walking	F	Inter-office, to/from other departments
Lifting	O	Office supplies, brochures, boxes, printed marketing materials, files
Carrying	O	Office supplies, brochures, boxes, printed marketing materials, files
Pushing/Pulling	R	Cart
Reaching	R	Retrieval of stored items, office supplies
Handling	R	Office supplies, brochures, boxes, printed marketing materials, files
Fine Dexterity	O	Computer keyboard, calculator, writing
Kneeling	R	Retrieval of stored items
Crouching	N	
Crawling	N	
Bending	O	Retrieval of stored items
Twisting	N	
Climbing	N	
Balancing	N	
Vision	C	Computer, desk work, reading, writing, filing, presentations, use of office equipment
Hearing	C	Telephone, staff, supervisor, organizations, meetings, presentations
Talking	F	Telephone, staff, supervisor, organizations, meetings, presentations
Foot Controls	N	
Other (specify)	N	

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**MACHINES, TOOLS, EQUIPMENT, AND WORK AIDS:**

Computer, laser or inkjet printer, copy machine, fax machine, telephone, adding machine, Standard Microsoft Windows and Office software, Adobe Acrobat, PageMaker

**ENVIRONMENTAL FACTORS:**

D = Daily	W = Several Times Per Week	M = Several Times Per Month	S = Seasonally	N = Never
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HEALTH AND SAFETY		ENVIRONMENTAL FACTORS	
Mechanical Hazards	N	Dirt and Dust	N
Chemical Hazards	N	Extreme Temperatures	N
Electrical Hazards	N	Noise and Vibration	N
Fire Hazards	N	Fumes and Odors	N
Explosives	N	Wetness/Humidity	N
Communicable Diseases	N	Darkness or Poor Lighting	N
Physical Danger or Abuse	N		
Other (see 1 below)	N		

PRIMARY WORK LOCATION	
Office Environment	X
Warehouse	--
Shop	--
Vehicle	--
Outdoors	--
Other (see 2 below)	--

- (1)
- (2)

**PROTECTIVE EQUIPMENT REQUIRED:**

None

**NON-PHYSICAL DEMANDS:**

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NON-PHYSICAL DEMANDS	
Time Pressures	F
Emergency Situations	O
Frequent Change of Tasks	F
Irregular Work Schedule/Overtime	F
Performing Multiple Tasks Simultaneously	F
Working Closely with Others as Part of a Team	F
Tedious or Exacting Work	R
Noisy/Distracting Environment	R
Other (see 3 below)	N

- (3)