



CLASS SPECIFICATION FOR:

Recreation Marketing Coordinator

General Statement of Duties:

Under limited supervision, this position is responsible for developing and implementing positive marketing strategies to promote public awareness and participation in a diverse array of events; does related work as required.

Distinguishing Features of Class:

An employee in this class the front line marketing coordinator with primary responsibilities for actively promoting the Division's programming, events and facilities; assists with developing and maintaining an effective online and social media presence; demonstrates proficiency in handling all phases of a marketing project. Responsibilities afford opportunity for latitude in independent judgment in developing and deploying marketing plans. Responsibilities afford opportunity for independent judgment in planning work and making technical determinations. Routinely works collaboratively to meet the marketing needs of the Division. Receives general supervision with difficult or unusual problems discussed with the supervisor.

Examples of Assigned Duties *(illustrative of the types and scope of duties and responsibilities assigned to positions in this class):*

- Partners with the programming staff and other Division personnel to identify marketing needs, develops and creates appropriate marketing materials and communications, including online and social media and programming guides;
- Develops marketing materials and guides to ensure consistent branding, product meets objectives and effectively serves the needs and interests of the target audience;
- Develops and produces the Division's park directory, rack cards and site/facility specific materials;
- Consults with Division staff on the media they design, offering ideas, improvements, editing and critiquing;
- Reviews materials prepared by Division staff to ensure consistent branding, style and fit as well as the accuracy and correctness of materials;
- Handles work order system tickets;
- Assist with the Division's web and social media presences by developing, updating and posting content as needed;
- Prepares email blasts, media releases and public service announcements for the Division's upcoming programming and events;
- Documents Division's event and activities through videography, photography and interviews;
- Collaborates with vendors as necessary for the development, production and distribution of marketing materials and tools;
- Collaborates with the County's Channel 17 contact to promote Division's programming, events and activities;
- Collaborates with various media venues to appropriately promote and cover the Division's events and activities;
- Accurately tracks implemented marketing costs, performance measures and statistics and creates related reports;
- Maintains a working knowledge of the principals and practices of marketing with a focus on promoting awareness and participation and incorporates into existing strategies and plans to maximize impact and results;
- Maintains considerable knowledge of and familiarity with the Division's facilities, programming and events;
- Interacts with the public and others outside the work unit to obtain and provide information and assistance in a variety of circumstances;
- Attends all scheduled meetings and required training and maintains all required certifications;
- May serve on various committees and boards as liaison between the community and the County;
- May be assigned to work on special projects;
- Performs other duties as assigned.



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Required Knowledge, Skills and Abilities:

Considerable knowledge of the proper methods and techniques of researching, preparing and disseminating public information; considerable knowledge of the policies and procedures, organization and functions of the County of Henrico and the Division of Recreation; excellent communication skills, including current social media and marketing and mobile venues, with the ability to promote the Division effectively and present ideas and recommendations clearly and concisely both orally and in writing to diverse audiences; ability to establish and maintain effective working relationships with County officials, employees and the public as well as a diverse audience of County citizens; ability to effectively multitask and manage competing priorities; ability to implement marketing strategies; ability to develop and maintain detailed accurate records and to make regular and special reports; accounting or other financial skills with sufficient ability to develop budgets and manage expenditures in accordance with County Finance policies and manage operations effectively within an approved budget; good supervisory skills including good training skills and the ability to effectively manage workloads, events and/or projects; accounting or other financial skills with sufficient ability to develop budget projections and manage expenditures in accordance with County Finance policies and manage operations effectively within an approved budget; good knowledge of personal computers, routine business software, and /or automated systems and the ability to enter, retrieve and analyze data; physical condition that permits the activities necessary in and inherent to the promotion and coordination of sporting events; personal accountability including teamwork and establishing and maintaining positive relationships with stakeholders, customers and colleagues; excellent customer service skills; tact; and courtesy. Requires working evenings, weekends, and some holidays with the ability to attend and document (videography, photography, etc) the Division's events and activities..

Minimum Education and Experience:

Education: Four (4) year degree in marketing, advertising or other relevant field;

Experience: Four (4) years of marketing experience or other relevant experience including two (2) years supervisory experience;

OR: Any equivalent combination of experience and training which provides the required knowledge, skills and abilities.

Additional Requirements:

NOTE: Effective 4/1/2009 County Ordinance 1128 requires a criminal history record check and fingerprinting of all employees in authorized and hourly safety sensitive positions.

- Weekend work may be required;
- Ability to work a flexible work schedule to meet department needs;
- First Aid, CPR, AED and other fitness and department specific certifications may be required;
- Must be able to lift at least 30 lbs as needed to move supplies and equipment;
- Valid driver's license.