



CLASS SPECIFICATION FOR:

Recreation Marketing Specialist

General Statement of Duties:

Under limited supervision, this position is responsible for developing and managing the marketing of the Division of Recreation and its programming and facilities to promote public awareness and participation in a diverse array of events to include other official County events as requested; supervises marketing staff; does related work as required.

Distinguishing Features of Class:

An employee in this class the front line marketing specialist with primary responsibilities for actively promoting the Division's programming, events and facilities; developing and maintaining an effective online and social media presence. Responsibilities afford opportunity for independent judgment in developing and deploying plans to increase awareness and participation. Receives general supervision and policy direction from the Assistant Director of Recreation and Parks and works collaboratively to meet the programming and event goals as defined by Agency Head and County Officials.

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

- Develops and implements short and long-term plans to promote the Division's programming, events and facilities through the use of various media outlets including print publications, online marketing, advertising and photography;
- Evaluates strategies and plans, updates and revises as necessary to achieve County's marketing goals;
- Develops and coordinates the implementation of marketing communication strategies utilizing current social media and mobile apps and tools as well as conventional media outlets and promotional materials as well as online web sites and other online presences to promote programming, events and facilities;
- Coordinates the creative and graphic development and implementation of marketing materials to ensure consistent branding, product meets objectives and effectively serves the needs and interests of the target audience;
- Partners with the programming staff and other Division personnel to identify marketing needs, develop and create appropriate marketing materials and communications, including online and social media as well as programming guides;
- Manages the Division's web and social media presences by developing, updating and posting content as needed;
- Prepares and distributes email blasts, press releases, and PSA for Division's programming, events and facilities;
- Manages workloads and priorities by monitoring work order system and assigning tickets to self and staff;
- Collaborates with vendors as necessary for the development and production of marketing materials and tools;
- Collaborates with various media venues to appropriately promote and cover the Division's events and activities;
- Partners with various local and regional tourism entities and personnel to promote the Divisions' programming, events and all other activities as well as the County and serves on related committees as needed;
- Prepares the section budget and manages program and operations expenditures within approved budget;
- Responsible for purchasing and financial transactions which includes oversight of vendor contracts and contracted services, ensuring invoice accuracy and approving payments in accordance with current Finance policies and procedures;
- Accurately tracks marketing strategies' costs, performance measures and statistics and creates related reports;
- Maintains a working knowledge of cutting edge 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;
- Responsible for the effective supervision of assigned staff including staff schedules, time cards and leave, performance evaluations, prioritizing and assigning work, and other related activities not limited to selection, training, coaching, disciplinary actions and development;
- Evaluates the need to fill vacant positions and recommends changes to allocated positions and operations as needed;
- 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:

Comprehensive knowledge of the proper methods and techniques of researching, preparing and disseminating public information; comprehensive 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; excellent interpersonal skills with the 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 develop and implement effective 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: Six (6) 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 and attend sporting events to serve as liaison;
- 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.

G.B.E.00##

Career Code:

Date of last Revision:

G.B.E.0034

Career Code:

Date of Last Revision: 30-Aug-2013

NOTE: This is a class specification and not an individualized position description. A class specification defines the general character and scope of duties and responsibilities of all positions in a job classification and is not intended to describe and does not necessarily list the essential job functions for a specific position in a job classification.