



JOB DESCRIPTION

Marketing Specialist

Date Prepared: June, 2017

SUMMARY: Under basic supervision, independently performs a variety of complex technical duties in the Economic Development Department. Works to recruit new businesses to the City, assists companies in locating their business to the city, works with existing businesses in the City to expand and/or to retain a presence within the City. Serves as an advocate for the business community on a local, regional, and federal level and addresses their issues; performs related duties, as required.

ESSENTIAL FUNCTIONS: -- *Essential functions, as defined under the Americans with Disabilities Act, may include any of the following representative duties, knowledge, and skills. This is not a comprehensive listing of all functions and duties performed by incumbents of this class; employees may be assigned duties which are not listed below; reasonable accommodations will be made as required. The job description does not constitute an employment agreement and is subject to change at any time by the employer. Essential duties and responsibilities may include, but are not limited to the following:*

- Provide responsible professional and technical assistance in the analysis, implementation and monitoring of marketing and business development programs for the department and/or the city with minimum supervision.
- Independently perform research and statistical analyses; prepare budget recommendations relative to marketing programs, which includes researching past expenditures and projecting future budget increases.
- Responsibly track department expenditures for adherence to budgetary boundaries; compile monthly, quarterly, and yearly operations reports.
- Monitor and manage business development related duties including contracts, agreements, proposals, contracts, and property leasing activities.
- Work with purchasing staff to gather technical information to prepare requests for proposals for special projects.
- Prepare, design, and create information and technical correspondence.
- Review and report on program compliance with applicable laws, regulations, and ordinances.
- Attend various professional organization meetings, committee meetings, department-related meetings, workshops, and other regulatory meetings as a representative of the City.
- Author special correspondence, maintain accurate project records, documents, and supporting material for department and ensure their proper disposition.
- Respond to complaints and requests for information from the public and City staff.

MINIMUM QUALIFICATIONS:

Education, Training and Experience Guidelines:

High school diploma OR GED equivalent supplemented by 60 college semester units in marketing, business administration, or a related field AND three years of related experience is required.

Knowledge of:

- City policies and procedures.
- Modern office practices.
- Methods of planning and implementing an effective public outreach marketing program.
- Methods and techniques used in planning and marketing events, programs, and services.
- Styles and techniques in writing talking points, brochures, social media content and web copy.
- Principles and practices of marketing.
- Statistical methods and methods of graphic design and related software.
- Telephone, office, and online etiquette.
- Principles and practices of project management.
- Principles and practices of marketing and business administration.
- Office procedures and equipment, including computer software programs such as Microsoft Word, PowerPoint, Publisher, Excel, and Microsoft Outlook.
- English usage, spelling, grammar, and punctuation; and basic mathematical principles.
- Pertinent federal, state, and local laws, codes, and regulations.

Skill in:

- Providing efficient and courteous customer service and communicating clearly and objectively both verbally and in writing.
- Organizing with the ability to prioritize work and exercise independent judgment, wisdom, common sense, and initiative.
- Independently performing a variety of administrative duties in support of marketing programs.
- Responding to inquiries and requests for information within established guidelines.
- Maintaining accurate and complete records and files.
- Maintaining accurate and efficient typing speed for successful job performance.
- Understanding and following oral and written instructions.
- Handling multiple priorities with minimum supervision.
- Working harmoniously with departmental personnel and following verbal instructions with minimum supervision.
- Establishing and maintaining effective working relationships with those contacted in the course of work, including City and other government officials, community groups, and the general public.
- Applying safe work practices.

LICENSE AND CERTIFICATION REQUIREMENTS:

Must possess a valid California class "C" driver's license upon hire and maintain throughout the length of employment with the City of Victorville.

PHYSICAL DEMANDS AND WORKING ENVIRONMENT:

Work is performed in an office environment and in close proximity to other workers. Incumbent shall be exposed to those conditions normally encountered in a business office environment and is occasionally subject to outdoor settings with exposure to diverse weather conditions such as wind, heat, cold, and rain. Physical demands are moderate, consisting primarily of sitting, standing, walking, lifting, and carrying moderately heavy boxes up to 50 pounds and/or utilizing a hand dolly. Incumbent must be able to see and hear in the normal range, with or without correction, and communicate verbally and in written form with great facility, and must be able to be understood. Incumbent must have the stamina to work long hours and overtime, if assigned, and must be willing to work an irregular schedule, which may include weekends, holidays, evenings, and/or varying shifts. Periodic travel to tradeshow outside of the area will be required.

City Manager

Date

Personnel Officer

Date