



JOB DESCRIPTION

Marketing Technician

Date Prepared: August, 2022

SUMMARY: Under basic supervision, performs a variety of complex technical duties in the Economic Development Department; 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 and technical assistance in the analysis, implementation, and monitoring of marketing programs for the department and/or the City.
- Perform research and statistical analysis.
- Prepare budget recommendations relative to marketing programs which includes researching past expenditures and projecting future budget increases.
- Track department expenditures for adherence to budgetary boundaries.
- Compile monthly, quarterly, and yearly operations reports.
- Work with purchasing staff to gather technical information to prepare requests for proposals for special projects.
- Review and report 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 and 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.
- Manage business development related duties and the daily operation of property leasing activities.
- Prepare weekly, monthly, and annual reports.
- Assist with general office reception and other duties, as assigned.
- Provide layout and complete design services for flyers, brochures, posters, maps, graphics, and marketing/promotional materials.
- Develop and implement creative and innovative marketing strategies.

MINIMUM QUALIFICATIONS:

Education, Training and Experience Guidelines:

High school diploma OR GED equivalent, supplemented by 30 college semester units in marketing or business administration AND two years of related marketing experience.

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.
- Telephone, office, and online etiquette.
- Principles and practices of project management.
- Office procedures and equipment, including computers and supporting word processing and database applications, specifically MUNIS.
- English usage, spelling, grammar, punctuation, and basic mathematical principles.
- Pertinent federal, state, and local laws, codes, and regulations.

Skill in:

- Providing efficient 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.
- 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.
- Operating office equipment.
- Handling multiple priorities and providing timely and courteous customer service.
- Using patience, tact, and courtesy in dealing with the public.
- Working harmoniously with departmental personnel.
- 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.

Department Head

Date

Personnel Officer

Date