Summary of Duties: Promotes increased use of Port of Los Angeles facilities, resolves rate problems, studies and recommends changes in Port of Los Angeles tariffs, serves as liaison with business and governmental agencies, foreign and domestic, and does related work.

Distinguishing Features: The primary responsibility of an Assistant Harbor Traffic Manager is to promote increased use of Port of Los Angeles facilities by shippers, importers and steamship lines, both domestic and international. This requires frequent travel to various points throughout the world and involves considerable responsibility related to direct sales and promotional activities as well as assisting various agencies indirectly associated with the Port's business. The incumbent must develop and carry out marketing strategies which result in increased shipping through the Port of Los Angeles. This requires an understanding of the factors to be considered in selecting the type of carrier and method of shipping as related to the type of material or product to be shipped, both on a domestic and international basis.

Assignments are received in the form of general program outlines and objectives. The Assistant Harbor Traffic Manager is responsible for developing, implementing and executing marketing strategies which achieve desired program objectives.

Examples of Duties: Works to promote increased use of Harbor Department facilities; and solicits business from steamship companies, railroad companies, trucklines, shippers, importers, manufacturers, producers, chambers of commerce, trade organizations, and similar groups both locally, nationally and internationally; resolves rate problems with railroad, truck, and steamship companies and assists shippers and potential shippers/importers with rate problems; explains advantages of using the Port of Los Angeles facilities in preference to other available ports and methods of shipping;

Speaks before trade organizations and other related groups to obtain business for the Port of Los Angeles by explaining its facilities, services and rates; responsible for conducting tours of the Los Angeles Harbor for visiting officials;

Plans, develops, and recommends and implements marketing plans, strategies and special activities of a promotional nature; keeps informed of promotional activities of other ports and related industries to coordinate programs or to counteract the sales efforts of competition; arranges details of sales promotion activities, such as dates, speakers and meeting facilities;

Studies and prepares recommendations for changes in the Port of Los Angeles tariff; supervises the maintenance of mailing lists for use in transmitting tariff and other marketing information to, and
maintaining contacts with various organizations, shippers, importers and transportation companies; supervises the maintenance of statistical data concerning commodities, foreign commerce, and business trends; reviews journals and literature relating to shipping and port activities for information on new developments in these areas; and may be assigned to other duties for training purposes or to meet technological changes or emergencies.

Qualifications: A good knowledge of the principles and techniques used in promoting Harbor facility use and soliciting shipping and other related business; a good knowledge of shipping routes to and from Los Angeles and transportation facilities in and around the greater Los Angeles area; a good knowledge of the key individuals, both nationally and internationally in the shipping industry and the ability to develop an effective working relationship with those individuals; a good knowledge of the factors influencing shipping tariff rates; a good knowledge of the regulations of the Interstate Commerce Commission, the Federal Maritime Commission and the California Public Utilities Commission pertinent to the rate setting and shipping activities of the Port of Los Angeles; a good knowledge of the rate setting procedures employed by rail, motor truck, and ocean carriers; a good knowledge of the laws and regulations related to equal employment opportunity and affirmative action; a general knowledge of trade journals and other publications pertaining to shipping and port operations; the ability to successfully apply sales techniques in the promotion of business for the Port of Los Angeles; the ability to speak in a convincing and persuasive manner before both small and large groups; the ability to maintain records and prepare work and progress reports; the ability to read and interpret tariffs pertaining to all types of common carriers; the ability to develop and plan sales promotion programs and to evaluate their effectiveness; and the ability to deal tactfully and effectively with employees and officials of governmental agencies, private industry and shipping lines; the ability to assist customers in maximizing cargo throughout at their terminals; the ability to recommend means of maximizing cargo throughput of all types at the Port; and the ability to attract customers to the Port.

Graduation from a recognized four-year college or university, and three years of full-time paid experience at a salary rate currently equivalent to $27,000 annually, in either traffic management in a large organization with gross shipping expenditures of approximately $10 million annually, or solicitation of shipping business for a common carrier or port with gross shipping revenues of approximately $10 million annually is required.

One additional year of the above experience may be substituted for each year of the required education lacking. Assistant Harbor Traffic Managers may be required to work in specialized assignments such as containerized cargo, bulk/energy cargo, intermodal transportation and warehousing, Japanese trade liaison, or other such activities. Experience in one of these
specialized shipping areas is highly desirable.

Appointment to a position in this class is subject to a one-year probationary period as provided by Section 109 of the Los Angeles City Charter.

**License**: A valid California driver's license is required.

**Physical Requirements**: Strength to perform lifting up to 5 pounds and occasionally over 15 pounds; a good speaking and hearing ability and good eyesight.

Persons with medical limitations may, with reasonable accommodations, be capable of performing the duties of some of the positions in this position. Such determination must be made on an individual basis in light of the person's limitations, the requirements of the position, and the appointing authority's ability to effect reasonable accommodations to the person's limitations.

As provided in Civil Service Commission Rule 2.5 and Section 4.55 of the Administrative Code, this specification is descriptive, explanatory and not restrictive. It is not intended to declare what all of the duties and responsibilities of any position shall be.