

THE CITY OF LOS ANGELES



CIVIL SERVICE COMMISSION

**CLASS SPECIFICATION**

12/13/07

**MARKETING SPECIALIST, 1807**

**Summary of Duties:** Develops and implements marketing strategies, with the objective of creating effective marketing programs that heighten the visibility of specialized programs and/or increases attendance and revenue for the Zoo or other department; and does related work.

**Distinguishing Features:** The Marketing Specialist directs and oversees all marketing and advertising initiatives including special events functions at a department. This includes duties such as developing three to five-year marketing strategies and implementing effective marketing programs that heighten visibility and increase attendance and revenue. The responsibilities include: identifying and forecasting marketing trends; developing and implementing marketing and advertising plans; identifying new methods of increasing public interest in departments such as the Zoo via new media outlets and promotions; creating and managing marketing budgets; managing marketing and promotional materials; developing collaborative relationships with external partners; identifying and developing cross-promotional opportunities; and monitoring and tracking the performance of the marketing plan to determine if objectives have been met and identifying areas of improvement.

An employee of this class is generally supervised by a Development and Marketing Director. A Marketing Specialist may assume full or lead supervisory responsibility for the work of administrative, technical, or clerical personnel engaged in marketing work. The class of Marketing Specialist is distinguished from the public relations classes such as Public Relations Specialist and Principal Public Relations Specialist in that public relations professionals work with the free press whereas the marketing professionals actively seek sponsorships to underwrite projects and special events.

**Examples of Duties:** A Marketing Specialist:

- Actively participates with local and national marketing professionals in the development and implementation of cooperative programs;
- Develops proposals for the public and private sector and coordinate in the solicitation of promotional, media, and/or product support for new exhibits, special events, or other awareness/attendance generating activities;
- Seeks sponsorships to underwrite projects and special events;
- Works with a department's advertising agency, departmental staff, and media partners to produce copy promoting specialized programs or special events;

- Prepares the budget and collateral material for special events and promotions;
- Seeks media trades for marketing purposes;
- Identifies sponsors, create presentation packets and maintaining the sponsorship database;
- Write final narrative reports and evaluations on programs and events;
- May supervise or act as lead worker to other professional, administrative technical, or clerical personnel engaged marketing work.

May occasionally be assigned other duties for training purposes or to meet technological changes or unexpected emergencies.

**Qualifications:** Incumbents must have the following knowledge, skills, and abilities:

**Knowledge of:**

- Principles, practices, methods and techniques of effective marketing and advertising in a zoo or public attraction setting;
- Methods and practices of program development and project management;
- Principles and practices of effective business and marketing communications;
- Memoranda of understanding as they apply to subordinate personnel;
- Supervisory principles and practices including planning, delegating, reviewing, and controlling the work of subordinates;
- Techniques of training, instructing, and evaluating subordinates work performance;

**Skills required:**

- Interpersonal and professional skills necessary to establish and maintain strong working relationships with sponsors, media partners, other departmental staff members, volunteers, and patrons;
- Strong proficiency in both written and oral communication skills;
- Analytical and critical thinking skills;
- Organizational skills;
- Presentation and negotiation skills;

**Ability to:**

- Work well under pressure and make responsible decisions quickly;
- Work well in a fast-paced, team-oriented environment;
- Plan, assign, direct and review the work of employees engaged in marketing work;
- Identify and resolve problems quickly;
- Pay close attention to details;
- Manage multiple tasks simultaneously, set priorities and meet deadlines;
- Operate a computer using word processing, desktop publishing and other standard text and graphics software;
- Work collaboratively in a team environment with managers and staff;
- Prepare clear, comprehensive and accurate written materials and records;
- Demonstrate tact and good judgment in dealing with sensitive issues and situations;

- Establish and maintain highly effective working relationships with departmental staff, volunteers, patrons, sponsors, and media partners.

**Minimum Requirements:**

1. Graduation from a recognized four-year college or university with a degree in communications, marketing, public relations, or a related field; **and**
2. Three years of full-time paid professional experience in marketing which includes implementing marketing programs and obtaining both major cash and in-kind sponsors.

Previous zoo/attractions marketing or related experience is desired, but not required.

Some positions may be required to work weekends, holidays, and some evenings.

**License:**

A valid California driver's license and a good driving record are required

**Physical Requirements:**

Strength to perform average lifting up to 5 pounds and occasionally over 15 pounds; good speaking and hearing ability; and good eyesight.

Persons with disabilities may be able to perform the essential duties of this class with reasonable accommodation. Reasonable accommodation will be evaluated on an individual basis and depend, in part, on the specific requirements for the job, the limitations related to the disability, and the ability of the hiring department to reasonably accommodate the 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, responsibilities, and required qualifications of any position shall be.