

PARKS MARKETING SPECIALIST

GENERAL STATEMENT OF DUTIES: Professional position responsible for establishing and conducting a comprehensive public information and marketing program for the various facilities, areas, projects, programs and activities of the Genesee County Parks and Recreation Commission; directs all marketing efforts for revenue producing facilities and group sales; coordinates reservations staff and the reservation computer system; develops and markets group tour packages; acts as Emergency Public Information Officer for the Genesee County Office of Emergency Management; works under general supervision; performs related duties as required.

STATEMENT OF TASKS:

Coordinates public information for all types of media including radio, television, print, outdoors and the internet;

Supervises and approves all marketing efforts including media buys, graphics production, purchase of printing and photographic services and brochure distribution services;

Coordinates preparation of displays, exhibits and slide presentations;

Prepares news releases, brochures, and other materials disseminated to the public and the media;

Conducts radio and television interviews and other speaking engagements;

Prepares annual reports of Commission activities;

Assists in development of interpretive and educational activities held at Crossroads Village;

Secures sponsorship for Commission programs;

Coordinates and schedules all facility usage needs for group tours and group sales which includes providing information in a timely manner to food service, maintenance and other support divisions as required;

Coordinates on site needs for group tours and corporate sales;

Develops tourism and corporate packages and is responsible for marketing these packages;

Develops evaluation techniques to gauge customer satisfaction with the Parks and its facilities;

Coordinates reservation staff;

Schedules consumer trade shows and coordinates seasonal staff representing the Commission at shows;

Assists advisory, citizen and other committees that are supportive of Commission plans, programs and activities;

Participates in planning sessions and annual countywide disaster drills scheduled by the Office of Emergency Management;

Serves as Emergency Public Information Officer in event of an area disaster, serving as a single point of official information, media coordination and dissemination of prepared information;

Serves as Commission liaison with state and local marketing organizations;

Develops annual goals and evaluates progress in achieving those goals;

Assists in the development and management of program budget;

Recommends changes to policies and procedures.

The statement of tasks above is intended to be sufficient to identify the class and be illustrative of the many duties that may be assigned. It should not be interpreted to describe all of the duties an employee assigned to this class may be required to perform.

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REQUIRED KNOWLEDGE, SKILLS AND ABILITIES:

- Comprehensive public sector experience in the conduct of public relations programs;
- Comprehensive and detailed knowledge of the principles and applications of publicity techniques;
- Considerable knowledge of the general functions of government and the news value of their respective operations;
- Basic knowledge of graphics arts and desktop publishing;
- Ability to work effectively with governmental officials, department heads, employees and the public;
- Ability to exercise discretion and judgment in determining effective approaches to public relations programs;
- Ability to make public presentations;
- Ability to attend work regularly and work under stressful conditions.

MINIMUM QUALIFICATIONS:

Bachelor's degree and three (3) years of related experience, parks and/or recreation experience preferred.

Established: August 29, 2000


Human Resources Director