

PROVO CITY CLASSIFICATION SPECIFICATION	
Title: Marketing Specialist	Job Code: 3242
Date: October 30, 2017	EEO Code: PR
FLSA Designation: Non-Exempt	Civil Service Status: Covered (UC)

DEFINITION: This is professional-level work in marketing campaigns and strategies that promote activities, programs, and exhibits at the Center for the Arts.

CLASSIFICATION STANDARDS: The position allocated to this classification is responsible to the Center for the Arts Manager and performs all assignments under general direction. This work is distinguished by its responsibility to coordinate multiple marketing strategies.

ESSENTIAL DUTIES: Originate, design, develop, and coordinate diverse marketing campaigns and strategies; prepare various data research tools to gather market information; analyze market data and develop original and compelling concepts designed to attract the target audience; prepare various marketing and advertising materials including press releases, business correspondence, newsletters, brochures, mailers, and announcements in both electronic and print format; maintain Center for the Arts website content; analyze existing campaigns and strategies for effectiveness and change direction if needed; assist in establishing the division's marketing budget and track expenses to ensure completion within guidelines; maintain various statistics and prepare associated records and reports; coordinate efforts of other professional staff including graphic artists and printers.

May assist the Center for the Arts Manager in a variety of administrative functions including providing assistance in locating, recruiting, and scheduling performers, exhibits, and groups to use the facility; may assist in negotiating and finalizing facility-use contracts and ensuring compliance with written agreements and established policies; may assist with the physical preparation and cleanup of facilities and equipment; may manage part-time staff and provide assistance to other Center for the Arts staff; may provide technical assistance on the development of marketing and advertising materials for other divisions in the department; perform other related duties as required.

MINIMUM REQUIREMENTS: Bachelor's degree in Marketing, Advertising, Communications, Business, or a related job field and one (1) year of related professional experience **OR** an equivalent combination of job-related education/experience [substituting each one (1) year of post-secondary education/training for six (6) months of experience]. Marketing and graphic design experience preferred.

License(s)/Certificate(s): A valid, lawful Driver's License is required.

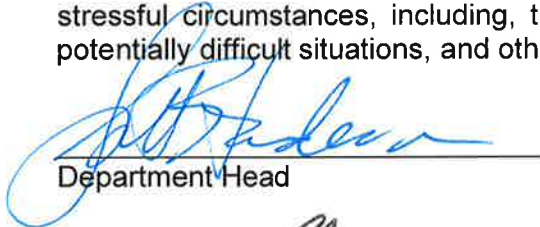
SELECTION FACTORS: *Knowledge of:* the principles of positive customer service; various marketing and advertising techniques; related laws, codes, rules, and regulations governing functions of the position; policies and procedures established for the work system; the operations, functions, and terminology common to the work; basic English composition, spelling, and grammar. *Skill in:* preparing market survey tools and collecting data; working independently and on team projects; practicing trust-building behaviors. *Ability to:* coordinate all facets of marketing campaigns; prepare various marketing materials in electronic and printed

format; analyze market research data and incorporate findings into viable recommendations; quickly and accurately perform work; communicate effectively both verbally and in writing; develop and maintain effective working relationships with the public, coworkers, and superiors; evaluate programs and procedures; exercise independent judgment while evaluating situations and in making determinations; organize assigned work and develop effective work methods; prepare clear, concise, accurate, and informative reports and make professional presentations; perform duties in a manner that demonstrates respect, integrity, courtesy, and kindness towards fellow workers, customers, and the general public.

TOOLS AND EQUIPMENT USED: Calculator, computer, telephone, various word processing and job specific software, presentation charts, motor vehicle, and various other office equipment.

PHYSICAL DEMANDS: Requires sitting at a computer or desk maintaining concentrated attention to detail for extended periods of time.

ENVIRONMENTAL FACTORS: Work is typically inside except for exposure to potentially stressful circumstances, including, the meeting of strict deadlines, contact with individuals in potentially difficult situations, and other stressful conditions related to the work place.


Department Head

10/21/17
Date


Mayor/Chief Administrative Officer

10/30/17
Date

NOTE: The above statements describe the general nature and level of work being performed by the person(s) assigned to this classification. They are not intended to be an exhaustive list of all duties, responsibilities, and skills required of personnel so classified. Class specifications are not intended to and do not imply or create any employment, compensation, or contract rights to any person or persons. Management reserves the right to add, change, or delete any and all provisions of this classification at any time as needed without notice. Reasonable accommodations may be made for otherwise qualified individuals who require and request such accommodation. This class specification supersedes earlier versions.