

MARKETING AND PROMOTIONS ASSOCIATE II

Definition:

Under direction, coordinates the development and implementation of a marketing program to promote the County as a whole, or to promote the programs and services offered by operating departments.

This is the journey level of the Marketing and Promotions flexible classification series. This classification is used by the Board of Trade to market opportunities for economic development, tourism and film-making in Kern County. It is also used by operating departments to promote awareness of their programs and services to potential clients and the general public. An incumbent may coordinate media activities, but is generally not the department's primary media spokesperson. The Marketing and Promotions Associate II is distinguished from the Marketing and Promotions Associate I by the level of knowledge and skill required including the degree of difficult work performed with minimal supervision.

Essential Functions:

- Develops a marketing strategy to promote interest in the County as a whole, or in programs and services offered by operating departments.
- Keeps informed on aspects of County-wide or departmental activities that would generate public interest.
- Serves as liaison with representatives from broadcast and print media; coordinates news conferences and televised events; makes on-camera television appearances as a departmental spokesperson; responds to media requests for information; assists with media orientations.
- Serves as liaison with elected or appointed officials, other governmental agencies, and community representatives; coordinates marketing activities with representatives from other allied agencies.
- Responds to requests for information and assistance; plans, coordinates and conducts presentations, tours and educational programs related to departmental activities.
- Develops ideas, writes and edits copy, coordinates layouts the production and distribution of a variety of promotional materials.
- Prepares press releases, feature articles, public information announcements and other written materials for dissemination to print and electronic media.
- Coordinates the placement of promotional materials on the departmental website.
- Prepares and distributes directories for available services.
- Evaluates and recommends most effective publications for placement of advertising; develops and prepares advertising copy and design; coordinates placement of advertisements.
- Reviews and recommends purchase of copyrighted and other promotional materials.
- Creates and maintains show case exhibits; transports, erects and dismantles portable displays.
- Plans and coordinates special events, such as trade shows, opening celebrations, health fairs, and other community outreach events.
- Recruits professional and lay volunteers to participate in special events.
- Coordinates departmental representation at outside events, such as conferences, trade shows or meetings; represents the department at such events.
- Collects and compiles data for various departmental reports.

- Maintains files of information, photographs and videotapes.
- Uses automated office equipment daily for the performance of job duties.
- Prepares correspondence and reports.

Positions at the Board of Trade may also:

- Create market share in tourism and film-related industries.
- Keep informed on industry trends; prepare competitive analysis.
- Serve as liaison with representatives from the film and travel industries, including film production companies and tour operators.
- Assess tourism and film-making opportunities within the County.
- Sell advertising space to finance the California Welcome Center and various publications.
- Coordinate permitting process for filming with local governmental agencies.
- Drive a passenger tour van in geographically remote areas of Kern County.
- Trains other departmental personnel on marketing and promotions methods; provides information to other staff about available programs and services.
- Plans and conducts market research, including demographic and statistical information relevant to departmental operations.
- Takes photographs and videotapes.
- Performs other duties of similar nature or level as required.
- Some positions may be required to travel extensively depending on assignment or position.

Employment Standards:

Graduation from an accredited college or university with a Bachelor's degree in Marketing, Communications, Journalism or a closely related field; AND two years of marketing, advertising, public relations or related experience; OR any equivalent combination of training and experience.

A valid Motor Vehicle Driver's License is required upon appointment.

Knowledge of: Marketing and public relations principles; photography and advertising; target clients; graphic design, production and printing techniques; and demographic and statistical research principles.

Ability to: Establish and maintain effective working relationships with clients, media representatives, community organizations, staff and volunteers; communicate effectively both verbally and in writing; deliver effective presentations; coordinate multiple activities with conflicting deadlines; and obtain, analyze, evaluate and draw logical conclusions from relevant data.

A background check may be conducted for this classification.

All Kern County employees are designated "Disaster Service Workers" through state and local laws (CA Government Code Sec. 3100-3109 and Ordinance Code Title 2-Administration, Ch. 2.66 Emergency Services). As Disaster Service Workers, all County employees are expected to remain at work, or to report for work as soon as practicable, following a significant emergency or disaster.