

MARKETING AND PROMOTIONS ASSOCIATE I

Definition:

Under supervision, coordinates special events to promote interest in departmental programs and services; assists in developing and implementing departmental marketing activities.

Distinguishing Characteristics

This is the entry level of the Marketing and Promotions flexible classification series. Incumbents perform basic, routine work that is limited in scope. Assignments are focused on coordinating special events and activities. The Marketing and Promotions Associate I is distinguished from the Marketing and Promotions Associate II in that the latter classification is responsible for the creation, development and overall coordination of marketing activities, and has more responsibility for writing, layout and design.

Promotions to Marketing and Promotions Associate II are considered on a merit basis subject to the recommendation of the Department Head.

Essential Functions:

- Keeps informed on all departmental activities, particularly those that would generate public interest.
- Assists in the development of ideas, programs and projects for the promotion of departmental programs and services.
- Plans and coordinates special activities to promote departmental activities, such as opening celebrations, job fairs, tours, educational presentations and other events.
- Coordinates departmental representation at outside events, such as conferences, meetings and other events that promote awareness of department programs and services.
- Assists in coordinating press conferences and televised events; responds to media requests for information; assists with media orientations.
- Recruits professional and lay volunteers to participate in special events.
- Assists in developing display concepts; transports, erects and dismantles portable displays.
- Assists in coordinating marketing activities with representatives from other allied agencies.
- Responds to requests for information and assistance from other organizations and/or the general public.
- Creates and maintains a database of information about departmental employees and operations.
- Collects and compiles data for various departmental reports.
- Prepares correspondence and reports.
- Uses automated office equipment for the performance of job duties.
- Assists with the production and distribution of departmental newsletter.
- Assists with the placement of promotional materials on the departmental website.
- 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:

Completion of 60 semester or 90 quarter units from an accredited college or university
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; graphic design, production and printing techniques; and departmental operations.

Ability to: Establish and maintain effective working relationships with media representatives, community organizations, staff and volunteers; communicate effectively both verbally and in writing; coordinate multiple activities with conflicting deadlines.

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.