

CITY OF CLARKSVILLE
PARKS AND RECREATION DEPARTMENT
CLASS SPECIFICATION TITLE: MARKETING SPECIALIST

<u>BAND</u>	<u>GRADE</u>	<u>SUBGRADE</u>	<u>FLSA STATUS</u>
B	2	3	Non-Exempt
<u>CLASS SUMMARY:</u> This is the first of three levels in the Marketing series. Incumbents support the marketing efforts of assigned department or function by summarizing customer statistics, developing marketing materials and/or participating in Department events. Responsibilities may include writing and editing copy for websites; updating websites; coordinating interns and/or volunteers; writing scripts and press releases; summarizing customer statistics; providing service information to customers; and maintaining records of marketing efforts and results.			

<u>TYPICAL CLASS ESSENTIAL DUTIES:</u> (These duties are a representative sample; position assignments may vary.)		<u>FRE-QUENCY</u>	<u>BAND/ GRADE</u>
1.	Creates a variety of presentations, publications, and marketing materials, which may include: writing and editing copy for websites; updating websites; writing scripts and press releases; summarizing customer statistics; updating news information; creating and modifying graphics; and performing related activities.	Daily 25%	B2
2.	Assists department divisions with the design and development of creative branding of events and programming support.	Weekly 20%	B2
3.	Edits and proofreads publications and communication materials to ensure content meets established design criteria.	Daily 30%	B2
4.	Maintains records of marketing efforts.	Daily 10%	A1
5.	Collects and summarizes marketing and advertising statistics	Daily 5%	B2
6.	Provides customer service, which may include responding to a variety of inquiries and collaborating with customers to determine event needs.	Daily 10%	B2
7.	Performs other duties of a similar nature or level.	As Required	N/B

TRAINING AND EXPERIENCE (positions in this class typically require):
Bachelor's degree in marketing, communications, graphic design, visual communication or a related field; or, an equivalent combination of education and experience sufficient to successfully perform the essential duties of the job such as those listed above.

LICENSING REQUIREMENTS (positions in this class typically require):
Licensing Requirements:
• Valid Driver's License.

CITY OF CLARKSVILLE
PARKS AND RECREATION DEPARTMENT
CLASS SPECIFICATION TITLE: MARKETING SPECIALIST

KNOWLEDGE (position requirements at entry):

Knowledge of:

- Marketing principles and practices;
- Graphic design principles and software applications;
- Publications development techniques and practices;
- Proper use of the English language;
- Recordkeeping principles;
- Customer service principles;
- Adobe Creative Suite or similar design software;
- Basic statistical methods;
- Computers and related software applications

SKILLS (position requirements at entry):

Skill in:

- Advertising design and layout;
- Preparing clear and concise marketing and communication materials;
- Providing customer service;
- Creating, composing, and editing written materials;
- Maintaining records;
- Summarizing operational statistics;
- Basic photography skills;
- Using a computer and related software applications;
- Communication, interpersonal skills as applied to interaction with coworkers, supervisor, the general public, etc. sufficient to exchange or convey information and to receive work direction.

PHYSICAL REQUIREMENTS:

Positions in this class typically require: reaching, standing, walking, fingering, grasping, feeling, talking, hearing, seeing and repetitive motions.

Sedentary Work: Exerting up to 10 pounds of force occasionally and/or a negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects, including the human body. Sedentary work involves sitting most of the time. Jobs are sedentary if walking and standing are required only occasionally and all other sedentary criteria are met.

Incumbents may be subject to travel.

NOTE:

The above job description is intended to represent only the key areas of responsibilities; specific position assignments will vary depending on the business needs of the department.

CLASSIFICATION HISTORY:

Draft prepared by Fox Lawson & Associates, a Division of Gallagher Benefit Services, Inc. (CMC)
Date: (09/2010)

SALARY GRADE

B23

\$35,298

**CITY OF CLARKSVILLE
PARKS AND RECREATION DEPARTMENT
CLASS SPECIFICATION TITLE: MARKETING SPECIALIST**

Please go to the City's website at: www.cityofclarksville.com, and click on the Job Opportunities link at the bottom right hand corner, and then follow the directions to submit your application. The posting will remain open for internal applicants September 22-28, 2016. Job Posted September 22, 2016.