

MARKETING & PROMOTIONS SPECIALIST

DEFINITION OF WORK

Under general direction, the purpose of the position is to perform paraprofessional and administrative work by providing marketing and public relations services to the Crown Center, event promoters, and the community at large. Employees in this position act as liaisons with event promoters regarding advertising and media needs and assist promoters with developing these plans. Within the venue, employees in this position ensure that consistent branding and event promotions are visible. The Marketing & Promotions Specialist represents the Crown Center at community events for promotion of the Crown Center and its events.

EXAMPLES OF WORK

Under the direction of the Marketing & Sales Manager, employees implement and coordinate advertising, marketing and promotional campaigns including media placement, media design, media campaign budgets, media tracking and invoice tracking for ticketed events at the Crown Center; coordinate advertising efforts for Crown Center branding, making sure event information is replenished throughout the event complex and print, radio and television ads are running as appropriate; update a monthly printed calendar for in-house and community distribution and maintain the calendar of events on the Crown Center "Events Hotline"; coordinate media activity between Chamber of Commerce, Convention and Visitors Bureau, Hotel/Motel Associations, etc.; handle "VIP" visitors and other important or possible clients; coordinate media credentialing for events, schedules; coordinate responses to requests for interviews, talk shows, and other related media requests; update Web Calendar and Digital Marquees in the absence of the graphic designer; and continuously maintain current and develop new relationships with local media outlets and businesses and serve as a liaisons for advertising and promotional purposes. Employees in this position perform related duties as assigned.

EMPLOYMENT STANDARDS

Education and Experience:

Associate's degree with training emphasis in English, marketing, business administration, or related area, and three years of experience and/or training in a civic center public relations related convention services work; or an equivalent combination of education and experience.

Knowledge, Skills, and Abilities:

Thorough knowledge of the methods, procedures, and policies of Cumberland County as they pertain to the performance of the essential duties relating to communications. Considerable knowledge and ability to use correct grammar, vocabulary, and spelling as well as ability to independently compose publicity and informational materials such as press releases, memoranda, and reports. Considerable knowledge of terminology and related professional languages used within the Department, as such pertains to work responsibilities. Working knowledge of principles and practices of public relations, and promotional activities and techniques. Working knowledge of the laws, ordinances, standards, and regulations pertaining to the entertainment industry and Fayetteville attractions, facilities, and restaurants in order to present enthusiastic and quality promotion and informational materials. Working knowledge of the organization of the Department, and of related departments and agencies. Knowledge of the occupational hazards and safety precautions required to perform the essential functions of the work. Ability to represent the Civic

Center in a positive professional manner and to make presentations and communicate clearly and effectively. Ability to establish and maintain cooperative and effective relationships with intra- and inter-departmental personnel, as well as any external entities with which position interacts. Proficiency in website development and software, Photoshop, Quark, Illustrator, Word, PowerPoint and Excel are also required.

SPECIAL REQUIREMENTS

Must be available for evening and weekend work as required. Some positions within classification may require a valid North Carolina driver's license. Background check with local law enforcement agency required. Condition of Employment: Each applicant who is tendered an offer for employment for any position with Cumberland County shall be tested for the use of drugs specified in the County policy. Refusal to submit to testing or a confirmed positive test shall be basis for withdrawal of the conditional employment offer.

ADA REQUIREMENTS

Requires the ability to perform simple movements requiring moderate coordination. Tasks regularly require oral communications ability. Tasks are regularly performed without exposure to adverse environmental conditions, such as dirt, dust, pollen, odors, wetness, humidity, rain, fumes, temperature and noise extremes, machinery, vibrations, electric currents, traffic hazards, toxic agents, violence, disease, or pathogenic substances.

PHYSICAL REQUIREMENTS

This position is responsible for the distribution of event information throughout the venue and community as well as maintaining an inventory of marketing and promotional items. On a weekly basis, this position is responsible for any lifting associated with transporting these materials and supplies. Tasks involve regular and sustained performance of moderately physically demanding work, typically involving some combination of climbing and balancing, stooping kneeling, crouching, and crawling, and that generally involves lifting, carrying, pushing, and/or pulling of moderately heavy objects and materials (20-50) pounds.