

RECREATIONAL FACILITY MARKETING SPECIALIST

KIND OF WORK

Professional work soliciting sponsorships and promoting group travel for a state recreational facility.

NATURE AND PURPOSE

Under limited supervision, an employee in this class identifies potential sponsors or customers, solicits contributions, promotes increased attendance, coordinates the development of promotional tools, manages assigned program budgets for a state recreational facility; and performs related work as required.

This classification differs from classifications in the Information Officer series in that positions within that series are responsible for the preparation of written material for informational, public relations or educational purposes and are primarily limited to the technical facets of journalistic preparation.

EXAMPLES OF WORK (A position may not include all the work examples given, nor does the list include all that may be assigned.)

Identifies groups and individuals that could be approached as potential customers or sponsors of the recreational facility's programs by conducting market research and establishing a marketing focus plan.

Solicits contributions from sponsors (i.e., retail or wholesale businesses, manufacturers, foundations, etc.) to offset special event expenses by preparing and delivering promotional presentations of programs offered through the recreational facility to potential sponsor groups.

Develops and maintains effective professional relationships with group tour planners to encourage the inclusion of the recreational facility in tourism packages by planning sales trips to tour operators/group planners, attending trade shows, and attending seminars and conventions.

Coordinates the design and production of advertising means and promotional materials (i.e., radio, television, direct mail advertising, discount coupons, posters, etc.) to ensure sufficient quantity of quality promotional materials by consulting with the necessary vendors.

Initiates, plans and implements cooperative marketing strategies with other related facilities (i.e., hospitality industry corporations, community organizations, etc.) to encourage use of the state recreational facility by negotiating joint event agreements.

Represents the recreational facility in the community to increase group and corporation use of the facility for meetings and special events as well as recreational purposes by participating in business, civic and community organizations.

Prepares and recommends assigned program budgets and monitors expenditures to maintain sound fiscal management of the programs by incorporating accounting principles and budget forecast information.

KNOWLEDGE, SKILLS AND ABILITIES REQUIRED

Knowledge of:

Market research techniques sufficient to identify organizations and groups that would be potential sponsors or customers for programs offered through the recreational facility.

Effective marketing, sales and fund raising strategies sufficient to encourage financial participation and increase guest attendance at programs offered at the recreational facility.

Media resources sufficient to select cost effective and productive promotional advertising tools.

Accounting principles sufficient to prepare and manage program budgets.

Ability to:

Develop and maintain effective working relationships with co-workers, subordinates, community and business relationships, volunteers and the public sufficient to motivate their participation in the financial success of the programs offered by the recreational facility.

Communicate effectively, both orally and in writing, sufficient to persuade individuals and groups to grant donations or sponsor events, motivate staff and volunteers to perform their responsibilities, encourage the public to attend events, draft correspondence, critique promotional materials, etc.

Organizational ability sufficient to determine priorities and manage work effectively.

Speak to groups sufficiently to give effective sales presentations.

Est.: 10/89

Rev.: 1/93

T.C.:

Former Title(s):