



NEWPORT NEWS, VA
CITY OF OPPORTUNITY

JOB DESCRIPTION **MARKETING COORDINATOR**

(HISTORICAL SERVICES)

PARKS, RECREATION AND TOURISM Human Resources Department

700 Town Center Drive, Suite 200

Newport News, VA 23606

Phone: (757) 926-1800

Fax: (757) 926-1825

GENERAL STATEMENT OF RESPONSIBILITIES

Under general supervision, this position is responsible for planning, developing, coordinating and implementing programs to promote public awareness and enhance support and visitation to the City's museums and historic sites. Reports to the Museum Registrar.

ESSENTIAL JOB FUNCTIONS

Researches and prepares advertisements and news releases for local, regional, national and international media sources; writes editorial copy and feature stories; creates and distributes literature, flyers and posters, designs and sets-up displays at various venues, photographs various events and shows for use in advertising and evaluates the effectiveness of the information. Maintains slide/photo/video library; maintains press kits and calendar of events for distribution.

Manages and coordinates the Historic Services gift shops; orders and stocks merchandise, maintains inventories and expands gift shop selections through researching trade periodicals, internet offerings, and handles monies from gift shop sales. Attends events, conventions and trade shows to generate additional off-site sales.

Coordinates, develops, and recommends short and long-range plans pertaining to the management and maintenance of the tourism marketing plan including promotional campaigns and special events; develops and recommends promotional materials; establishes and implements management systems to effectively meet operating goals and objectives.

Performs administrative work such as writing reports, developing budget proposals, assisting with grant writing and lobbying efforts. Assists with familiarization and similar tours.

Performs other duties as assigned.

PERFORMANCE STANDARD

Employees at all levels are expected to effectively work together to meet the needs of the community and the organization through work behaviors demonstrating the City's Values. Employees are also expected to lead by example and demonstrate the highest level of ethics.

REQUIRED KNOWLEDGE

- Marketing - Comprehensive knowledge of travel, tourism, marketing principles, practices, advertising mediums, and techniques. Comprehensive knowledge of the policies and procedures, organization and functions of Historic Services.

- Customer Service – Thorough knowledge of principles and processes for providing customer service. This includes meeting quality standards for services and evaluation of customer satisfaction.
- Office Administration – Knowledge of office systems, practices, procedures and administration. Knowledge of general office equipment and personal computers to include word processing, spreadsheet, and related software.

REQUIRED SKILLS

- Judgement/Decision Making -Uses logic and reasoning to understand, analyze, and evaluate situations and exercise good judgment to make appropriate decisions.
- Interpersonal Relationships - Develops and maintains cooperative and professional relationships with employees, managers, and representatives from other departments and organizations.
- Time Management - Plans and organizes daily work routine. Estimates expected time of completion of elements of work and establishes a personal schedule accordingly. Implements work activities in accordance with priorities and estimated schedules.

REQUIRED ABILITIES

- Communication - Ability to communicate ideas and proposals effectively so others will understand. Ability to listen and understand information and ideas presented verbally or in writing. Ability to write creatively, clearly, and concisely.
- Accounting/Budgeting - Ability to perform arithmetic, algebraic, and statistical applications. Ability to employ economic and accounting principles and practices in the analysis and reporting of data.

EDUCATION AND EXPERIENCE

Bachelor's Degree in Business Administration, Marketing or a related field and 3-5 years related marketing, development and research experience or an equivalent combination of education and experience.

ADDITIONAL REQUIREMENTS

An acceptable general background check to include a local and state criminal history, sex offender registry check, and a valid driver's license with an acceptable driving record.

PHYSICAL AND DEXTERITY REQUIREMENTS

- Requires the ability to exert light physical effort in sedentary to light work.
- Some lifting, carrying, pushing and/or pulling of objects and materials of light weight (5-10 pounds).
- Tasks may involve extended periods of time at keyboard or work station.

SENSORY REQUIREMENTS

- Some tasks require the ability to perceive and discriminate sounds and visual cues or signals.
- Some tasks require the ability to communicate orally.

ENVIRONMENTAL HAZARDS

Essential functions are regularly performed without exposure to adverse environmental conditions.