



NEWPORT NEWS, VA
CITY OF OPPORTUNITY

JOB DESCRIPTION
RECREATION SPECIALIST - PROMOTIONS
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 assists with advertising, media relations and related work associated with the management and coordination of special events and programs. May serve as a lead worker. Reports to a Recreation Program Coordinator or Recreation Program Superintendent.

ESSENTIAL JOB FUNCTIONS

May assist with the coordination of event logistics, programming and promotions to include communication with participants, exhibitors, staff, vendors, and the public; procures event-specific equipment, locates service providers, provides direction to technicians, contractors and work crews for event setup and breakdown.

May create marketing or promotional materials such as advertisement layouts, brochures, flyers, posters, banners and displays; writes and edits press releases; assists with special events including media and corporate sponsorship, media coverage, decorations, and photography; distributes information to the media, general public, City officials, sponsors and other stakeholders.

Performs responsible administrative support work which may include creating documents and correspondence, creating spreadsheets, data entry or retrieval, or similar assignments.

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

- Public Relations and Communications - Knowledge of the principles, techniques and methods of public relations, marketing and communications. Knowledge of the production of multimedia graphics, brochures and other visual aids.
- Customer Service – Considerable knowledge of principles and processes for providing customer service.

REQUIRED SKILLS

- Computer Skills - Utilizes a personal computer with graphic production software, word processing, spreadsheet, and related programs to effectively complete a variety of administrative tasks and promotional document production with reasonable speed and accuracy.

- Interpersonal Relationships – Develops and maintains cooperative and professional relationships with employees, representatives from all departments, organizations and the public.
- Time Management – Plans and organizes daily work routine. Establishes priorities for the completion of work in accordance with sound time-management methodology.

REQUIRED ABILITIES

- Judgement/Decision Making – Ability to use logic and reasoning to understand, analyze, and evaluate situations and exercise good judgment to make appropriate decisions. Effectively responds to and resolves inquiries and disputes.
- Communication – Excellent ability to communicate ideas and proposals effectively to diverse audiences to include preparing and presenting a wide variety of related community and public relation materials. Excellent ability to listen and understand information and ideas presented verbally and in writing. Ability to handle a variety of issues with tact and diplomacy and in a confidential manner.

EDUCATION AND EXPERIENCE

Requires an Associate's Degree in a related field and 2-4 years of related experience, or an equivalent combination of education and experience.

ADDITIONAL REQUIREMENTS

An acceptable general background check to include a local and state criminal history and sex offender registry check.

A valid driver's license with an acceptable driving record.

PHYSICAL 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 EXPOSURES

Performance of essential functions may require exposure to adverse environmental conditions, such as dust, pollen, temperature and weather extremes, traffic hazards, violent individuals, infectious disease, or rude/irate customers.