



The City Beautiful

City of Coral Gables Job Description

Job Title: Recreation Marketing Specialist **Prepared Date:** 2/05
Department: Parks and Recreation **Approved By:**
Classification: 6006 **Approved By:**
Pay grade: 16C
FLSA: Non-Exempt

Summary

This is marketing and media relations work involving the preparation of promotional materials and the development and coordination of marketing activities for the Parks and Recreation Department. Exercises considerable initiative and independent judgment under the general supervision of the Parks and Recreation Director. External press releases and any other collateral materials require the proper authorization of the Public Affairs Office and the City Manager.

Essential Duties and Responsibilities

The following duties are normal for this position. The omission of specific statements of the duties does not exclude them from the classification if the work is similar, related, or a logical assignment for this classification.

Researches, writes, prepares and edits marketing and promotional materials, speeches, reports, periodicals and other publications.

Develops, coordinates and conducts the marketing of events and activities.

Prepares visual aides to include posters, flyers, presentations and videos. Takes photographs.

Plans, writes and prepares flyers, brochures, booklets and websites relating to department activities. Supervises and edits the publication and production of Department leisure guides.

Assists in the selection, planning, implementation and supervision of activities, facilities and/or services within the Department to meet the needs of the community for customers engaged in recreation programs and co-sponsored activities.

Answers questions and gives information regarding Parks and Recreation Department events and activities to residents and the media.

Conducts surveys and evaluations on behalf of the Parks and Recreation Department.

Performs other related tasks as required.

Knowledge, Skills, and Abilities

Knowledge of City of Coral Gables communications and guidelines and protocols; knowledge of media relations; knowledge of journalism principles and practices; knowledge of newspaper, radio web/internet and television broadcasting practices, policies and procedures; knowledge of public speaking techniques;

knowledge of departmental policies and procedures; knowledge of resources and contacts available to research articles and develop programs; knowledge of photography techniques; knowledge of the equipment, facilities, operations, practices, rules, regulations and techniques used in a comprehensive community recreation program. Ability to develop and implement ideas; ability to expediently create published works such as guides, flyers, and brochures; ability to plan and execute a cohesive promotional campaign; ability to plan and organize events; ability to research and write public service announcements, news and informational articles. Skills in desktop publishing and graphic design; skills in oral and written communication; skills in media relations; organizational skills are necessary. Ability to establish and maintain effective working relationships with co-workers, officials, and the general public.

Physical Requirements

Must have the use of sensory skills in order to effectively communicate and interact with other employees and the public through the use of telephone and personal contact as normally defined by the ability to see, read, talk, sit, stand, hear, hands to fingers dexterity, handle, feel or operate objects, read and write English. Physical capability to effectively use and operate various items of office equipment; such as but not limited to a personal computer, calculator, copiers and fax machines. A considerable amount of time is spent sitting front of a computer. Work is performed both indoors; within a quiet to moderately noisy environment, and outdoors where exposure to extreme temperatures and noise is common. Must be able to lift, carry and or push articles weighing up to 50 lbs.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Minimum Education and Experience

High school diploma or equivalent.

Minimum 2 years college with two years of related public and media relations work experience.

Must have current CPR/First Aid/Defibulator AED Certification

Valid Florida Driver's License

Certification requirements may be waived for up to 6 months but must be obtained by the end of the 6 months for continued employment.

A comparable amount of training or experience may be substituted for the minimum educational requirement.