

## **MARKETING SPECIALIST**

### CODES/PAY RANGE

Class Code: 1021

EEO Code: B

Pay Range: 215

### MAJOR FUNCTION

Responsible, professional work researching, developing, and implementing county-wide marketing and economic development programs for Volusia County Government.

### ILLUSTRATIVE DUTIES

(NOTE: These are intended only as illustrations of the various types of work performed. The omission of specific duties does not exclude them from the position if the work is similar, related, or a logical assignment of the position.)

Establishes research methodology and designs format for data gathering, such as surveys, opinion polls, or questionnaires. Examines and analyzes statistical data to determine trends, opinions, etc.

Serves as account representative to internal divisions to address on going marketing programs and public relations programs.

Develops strategies to obtain corporate sponsorships and endorsements.

Formulates and implements public relation programs and projects.

Creates, coordinates and/or produces media materials for programs and special events/projects such as brochures, pamphlets, news releases, posters, etc.

Works with internal and external agencies such as the Daytona Beach International Airport, VOTRAN, Beach Management, Ocean Center, tourist advisory boards and business development organizations to develop cooperative marketing strategies.

Performs related work as required.

### KNOWLEDGE, ABILITIES AND SKILLS

Knowledge of strategic market-oriented planning processes. Knowledge of the techniques and methodology of survey collection and analysis.

Ability to develop marketing and public relation strategies. Ability to meet time-sensitive deadlines. Ability to influence clients and sponsors. Ability to analyze data and identify trends, opinions.

**(Marketing Specialist continued)**

Written and oral communication skills. Computer skills including working knowledge of desktop publishing.

Knowledge of skills and responsibilities of a public information office preferred.

Knowledge of skills and responsibilities of a print or television news reporter – writing, editing and on-camera talent. Photography and videography experience a plus.

Knowledge of skills and responsibilities of a public relations practitioner – Develop collateral materials including brochures, advertisements, publications, etc.; develop marketing plans; place advertising; oversaw client accounts; develop communication campaigns; crisis communication experience; public presentations.

**MINIMUM QUALIFICATIONS**

Bachelor's degree in Public Relations, Marketing, Advertising, Communications or related field, and two (2) years of experience in marketing, public relations, advertising, or related field.

A comparable amount of education, training, or experience may substitute for the minimum qualifications.

**ADA REQUIREMENTS:**

**Mental Demands:** Ability to read and comprehend technical and professional manuals and journals; reports, summaries, memos and letters. Ability to perform advanced mathematical functions including statistics and ratios. Analytical ability to devise programs, plans and ideas from statistical information. Ability to speak publicly and extemporaneous; conversant in theories and techniques of discipline. Ability to write pamphlets, brochures, media materials.

**Physical Demands:** Light to medium work. Ability to see, hear, talk finger dexterity. Ability to lift twenty 20 pounds, carry, bend, lift, reach, kneel. Travel required.

**Environmental Demands:** Inside work.

New 10/94  
Revised 11/04