

CITY OF OROVILLE

CULTURAL FACILITIES MARKETER

DEFINITION

To effectively market the Oroville State Theater, Pioneer Museum, Chinese Temple, Lott Home Museum and the Nature Center; to assist in organizing, administering and evaluating the activities and operations of Oroville's cultural facilities; and to perform related duties and responsibilities as required.

SUPERVISION RECEIVED AND EXERCISED

Receives direction from the Director of Parks and Trees and/or the City Administrator

EXAMPLES OF ESSENTIAL FUNCTIONS - *Essential functions may include, but are not limited to, the following:*

Effectively markets the activities and operations of the State Theater, Chinese Temple Museum, the Lott Home Museum, the Pioneer Museum, and the Nature Center.

Monitors assigned budgets; provides cost estimates and bid specifications for advertising materials and supplies; procures supplies; prepares budget requests.

Markets cultural facilities and theater events to the public to increase attendance; prepares and distributes news releases and public service announcements; designs and distributes posters, brochures, programs, etc; designs and places advertisements; changes the marquee sign and window displays as necessary.

Coordinates the development and distribution of information regarding Oroville's cultural facilities and State Theater, programs, services, activities, issues, policies and procedures.

Coordinates the research, data collection, and preparation of communication, reports, and other written or visual materials needed for grant applications, public presentations, news letters, brochures, flyers, news releases, tapes, reports and special projects.

Confers with department heads and other staff to coordinate department activities, establish production schedules, and solve publication problems.

Serves as the chief liaison and spokesperson between Oroville's cultural facilities and State Theater and the media.

Writes or coordinates with other staff members, consultants, or vendors to prepare and write articles, reports, editorials, and other materials.

CITY OF OROVILLE

Reads and evaluates material submitted for publication consideration.

Secures graphic material from picture sources and works with artists and photographers to produce pictures and illustrations.

Solicits event sponsors; researches and prepares grants for program funding.

Coordinates and facilitates theater events with local agencies.

Develops public information system which may include speaking engagements with local clubs and organizations

Promotes cultural facilities to the public through contact with the news media and by making community and civic presentations.

Solicits donations and grants for program funding and support.

Prepares event evaluations and related reports.

Receives and responds to public inquiries, requests for assistance and complaints regarding projects, programs, events and activities.

Coordinates and completes special projects as assigned.

Performs general administrative and clerical work as assigned, including but not limited to conducting and attending meetings, scheduling appointments, answering the telephone, copying and filing documents, maintaining files, etc.

MINIMUM QUALIFICATIONS

Knowledge of:

Working knowledge of public programs and services; considerable knowledge of communications and publications, techniques and practices.

Facility organization.

Budget preparation and administration practices.

Modern office practices and technology, including the use of computers for word and data processing.

Methods of letter writing and report preparation.

English usage, spelling, grammar and punctuation.

Safe work practices.

CITY OF OROVILLE

Ability to:

To analyze and interpret complex information and prepare clear and comprehensive reports.

To establish and maintain effective working relationships with employees, City officials, the media and general public.

To establish and maintain detailed records, controls and files

Effectively market assigned programs to the public.

Analyze problems that arise on the job and make sound recommendations for resolution in support of goals.

Determine work priorities and effectively coordinate and schedule resources and staff to perform activities and projects within time limits.

Exercise sound, independent judgment within general policy guidelines.

Select, supervise, train and evaluate staff.

Prepare and administer a comprehensive budget.

Obtain and administer grant and other special funding for programs and activities.

Perform required mathematical computations with accuracy.

Communicate clearly and concisely, both orally and in writing.

Use computers for word and data processing.

Establish and maintain effective working relationships with those contacted in the course of work.

To present a diverse range of material using a variety of media.

To plan, organize and implement marketing ideas.

Represent the City effectively in meetings with others.

Experience:

Two years of increasingly responsible work in the field of public communication.

CITY OF OROVILLE

Education:

Graduation in-progress from an accredited college or university with a Bachelor's degree in journalism, public administration, marketing or a closely related field.

Or

Any combination of education and experience that would enable incumbent to perform the required knowledge and abilities of the position.

Additional Requirements:

Possession of a valid California driver's license.

TYPICAL WORKING CONDITIONS

Work is performed typically indoors. Employee may be exposed to machinery hazards, electrical currents, temperature and noise extremes, heights, air contaminants, dusts, toxic or caustic chemicals. Worker frequently works past normal office hours for cultural events.

TYPICAL PHYSICAL REQUIREMENTS

Requires the ability to sit at desk and intermittently walk, stand, climb, balance, stoop, kneel, crouch, crawl and reach while performing office duties and/or maintenance technical work; lift and/or move up to 15 pounds frequently and up to 50 pounds occasionally; use hands to finger, handle, feel or operate objects, tools and controls. Must be able to maintain effective audio-visual discrimination and perception needed for making observations, communicating with others, reading and writing, and operating office equipment and hand tools. Must be able to use a telephone to communicate verbally and a keyboard to communicate through written means, to review information and enter/retrieve data, to see and read characters on a computer screen.

This class specification lists the major duties and requirements of the job and is not all-inclusive. Incumbents may be expected to perform job-related duties other than those contained in this document.