

Salary Schedule	MOU	Benefits
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City of Alameda
Code No. 7620
Approved by C.S.B.
April 2, 2003

MARKETING ASSISTANT

DEFINITION

Under general direction, assists in the planning, promotion, implementation and coordination of marketing new and existing utility services and programs of the Public Awareness Program; develops and maintains a strong communication and working relationship with vendors and customers; and performs related work as required.

DISTINGUISHING FEATURES

Employees within this class are distinguished from higher level classifications by the performance of more routine, paraprofessional-level tasks and duties.

EXAMPLES OF DUTIES

1. Coordinates support services to produce program and service materials related to energy efficiency.
2. Establishes schedules and methods for marketing services and programs by identifying resource needs and collecting information.
3. Creates and recommends action plans for marketing and promotion of services and programs, including identification and solicitation of potential sponsors.
4. Promotes, coordinates and distributes service and program-related information to the public including printed publications and resources on the world wide web.
5. Sets up displays, workshops, classes, and presents information related to energy conservation and other related topics.
6. Answers customer questions related to energy efficiency and other utility programs and services.
7. Coordinates program event and facility marketing material and graphic designs for news releases, flyers, event schedules, pamphlets and brochures.
8. Compiles energy utilization data for reports on energy consumption.
9. Compiles and prepares informational and statistical data for industry award applications.
10. Establishes and maintains direct, ongoing relationships with those contacted in the course of work including decision-making managers, staff, vendors and sponsors.
11. Monitors and updates the marketing and advertising program budget as well as prepares expenditure invoices for management approval.
12. Analyzes and recommends marketing policy and program changes in response to customer needs, market changes, and industry developments.
13. Writes scripts for programs to promote City functions, programs and services.
14. Represents the City at a variety of public events, including meetings and special events.
15. Sets up and maintains working and storage file system.

EMPLOYMENT STANDARDS

Education/Experience

Any combination equivalent to education and experience likely to provide the required knowledge and abilities. A typical way to obtain the knowledge and abilities would be:

Education: Associates degree from an accredited college or university with course work in marketing, business or public administration, management, engineering or a related field.

Experience: One year of responsible paid experience in marketing, advertising, and promoting programs and services or a related field.

Knowledge

Knowledge of marketing theories, principles and practices and their application to the assigned department program and/or services; customer motivation; basic energy conservation principles and practices; principles and practices of public relations and customer service; principles and procedures of record keeping, business letter writing and basic report preparation;

personal computer applications including word processing, spreadsheets, databases, and presentations; local governmental organization and operation.

Ability

Ability to organize and coordinate events; exercise initiative and good judgment within scope of work; respond to requests and inquires from the general public; speak on a one-to-one basis and in front of groups of various sizes; elicit community and organizational support for assigned programs and projects; research and evaluate new marketing methods and techniques; exercise independent judgment; work with minimum supervision by following oral and written instructions; communicate clearly and concisely, both orally and in writing; make simple algebraic and arithmetic calculations; establish and maintain effective working relationships with those contacted in the course of work; organize and maintain records and files; and use personal computer applications including word processing, spreadsheets, databases, and presentations proficiently.

Other Requirements

Work evening and weekend hours as required.

Possession of, or ability to obtain by date of hire, a valid Class C California driver's license and satisfactory driving record as conditions of initial and continued employment.

CL/jsd: Human Resources Department
4-3-13