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City of Alameda  
Code No. 7615  
Approved by C.S.B  
July 13,2005

**MARKETING SPECIALIST**

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**DEFINITION**

Under direction, serves as liaison and coordinates and performs activities involved in the expansion and application of the City's economic/business development and/or residential services and programs, and in the outreach to and recruitment and retention of revenue generating relationships for the City; performs other related duties as required.

**DISTINGUISHING FEATURES**

Positions allocated to this class are assigned functions and projects/programs that are limited in scope and/or application with the targeted purpose or result of business outreach and recruitment and retention. Work in the class is distinguished from that of higher classifications by the narrower scope of responsibility, the lower level of complexity, and performance of more routine assignments. Positions allocated to this class are assigned to designated specialized area/s such as marketing the City's utility services, or business and economic development and redevelopment. Actual responsibilities will vary accordingly.

**EXAMPLES OF DUTIES**

1. Works with other City departments and other agencies to recruit and/or retain business clients or other revenue generating business relationships.
2. Assesses and responds to client and customer needs.
3. Serves as liaison for business clients and customers in dealing with City staff; coordinates delivery of City services and activities.
4. Conveys and explains technical and/or complex information regarding various programs, technologies, options and opportunities.
5. Conducts primary and secondary level market research.
6. Analyzes and forecasts trends, and develops business friendly opportunities, programs, services, regulations and permitting processes.
7. Markets new and existing opportunities, programs, projects and services.
8. Develops, prepares, and implements client/commercial customer communication programs and collateral marketing materials.
9. May administer various marketing and new business venture programs.
10. Prepares and may present various administrative, summary and financial reports; prepares routine and special reports and recommendations.
11. Attends conferences and community business events; establishes and maintains excellent public relations, and takes an active part in civic affairs.

*Utility Services*

Coordinates activities involved in the outreach to and recruitment and retention of small to medium-sized commercial utility customers. May be assigned to outreach to and recruitment and retention activities of new and current telecommunication subscribers.

*Business and Economic Development and Redevelopment*

Coordinates /implements interaction between assigned business ventures and endeavors, including public /private partnership agreements to promote economic growth for the City; monitors and facilitates activities involving City review including plans submission, applications, permits and other compliance functions.

**EMPLOYMENT STANDARDS**

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: Graduation from an accredited four-year college or university with major course work in:

- Utility Services* - marketing, economics, engineering, business or public administration or a related field.
- Development Services* – economics, urban planning, marketing, public or business administration or a related field.

Experience: Three years of professional experience in:

Utility Services - customer services, some of which shall have been in a direct marketing position; experience with utilities, economic development, and/or business outreach and recruitment and retention programs is desirable.

Development Services – urban planning and economic/redevelopment involving active business outreach, program implementation and recruitment and retention. Public sector experience or working extensively with public sector agencies is desirable.

Knowledge

Knowledge of principles and practices of customer relations, business decision making, business economics/finance marketing and economic development; project planning and application of demographic data to program planning; residential, commercial, and industrial business needs, related federal, state, and local laws, rules, regulations, and codes; and regulatory process and entitlement functions.

Abilities

Ability to recruit and/or retain business and/or residential clients/customers; market new and existing business and/or residential services and opportunities; assess client and/or customer needs; effectively develop, coordinate and implement assigned programs, projects and functions; perform both complex and routine administrative work with speed and accuracy; analyze, interpret and apply complex technical data and information; interpret and apply established City policies, procedures and codes, draw valid conclusions and project consequences of decisions and recommendations; conduct primary and secondary level market research; analyze and forecast trends, and develop business friendly opportunities, programs, services, regulations and permitting processes; market new and existing opportunities, programs, projects and services; develop and prepare various studies, reports and materials; perform mathematical and statistical calculations; set priorities, meet deadlines and make sound decisions; establish and maintain accurate records; maintain level of knowledge required for satisfactory job performance; communicate effectively; establish and maintain effective working relationships with employees, public officials, other departments and agencies, businesses, and the general public.

Other Requirements

Selected positions require possession of a valid California Driver's License and satisfactory driving record as a condition of initial and continued employment.