



Title: Marketing and Sponsorship Coordinator

FLSA Status: Exempt

BRIEF DESCRIPTION:

The purpose of this position is to develop and administer marketing strategies designed to increase exposure to the sports complex, special events, recreation programs. This is accomplished by researching and creating media and marketing plans, evaluating current strategies, establishing sponsorships, generating publicity, boosting group sales and promotions, overseeing agreements, developing promotional pieces, and managing all procurement processes. Other duties include developing and implementing marketing plans for recreation centers, and assisting with marketing of other programs and facilities.

ESSENTIAL FUNCTIONS:

Note: This information is intended to be descriptive of the key responsibilities of the position. The list of essential functions below does not identify all duties performed by any single incumbent in this position. Additionally, please be aware of the legend below when referring to the physical demands of each essential function.

(S) Sedentary	(L) Light	(M) Medium	(H) Heavy	(V) Very Heavy
Exerting up to 10 lbs. occasionally or negligible weights frequently; sitting most of the time.	Exerting up to 20 lbs. occasionally; 10 lbs. frequently; or negligible amounts constantly; OR requires walking or standing to a significant degree.	Exerting 20-50 lbs. occasionally; 10-25 lbs. frequently; or up to 10 lbs. constantly.	Exerting 50-100 lbs. occasionally; 10-25 lbs. frequently; or up to 10-20 lbs. constantly.	Exerting over 100 lbs. occasionally; 50-100 lbs. frequently; or up to 20-50 lbs. constantly.

#	Code	Essential Functions
1	L	Builds relationships by soliciting new sponsorships, maintaining current sponsorships, maintaining records, negotiating contracts, providing financial information, preparing awards, managing inventories, reporting revenues, managing AOT and Prop 302 tourism grants.
2	S	Develops and administers marketing and advertising plans by communicating with the media, writing press releases, determining advertising utilization, researching venues, evaluating pricing, developing promotional pieces, recommending and negotiating rates and discounts, and providing performance reports.
3	S	Manages playbill and signage by developing requests for proposals, participating in the procurement process, supervising playbill compilation, negotiating vendor contracts, and completing quality checks of final products.
4	S	Participates in budget activities by projecting revenues and expenditures, researching products, recommending budget adjustments, and approving expenditures.
5	L	Manages events by organizing and overseeing special events, orchestrating pregame ceremonies, maintaining sponsorship inventories, facilitating sponsor access, working with videographers and photographers, and developing public announcements and electronic messages.



JOB REQUIREMENTS:

-Description of Minimum Job Requirements-	
Formal Education	Work requires broad knowledge in a general professional or technical field. Knowledge is normally acquired through four years of college resulting in a Bachelor's degree or equivalent.
Experience	Over three years up to and including five years experience.
Supervision	Work requires the direction of helpers, assistants, seasonal employees, interns, volunteers or temporary employees.
Human Collaboration Skills	Recommendations regarding policy development and implementation are made and/or recommended. Evaluates customer satisfaction, develops cooperative associations, and utilizes resources to continuously improve customer satisfaction.
Freedom to Act	The employee normally performs the job by following established standard operating procedures and/or policies. There is a choice of the appropriate procedure or policy to apply to duties. Performance reviewed periodically.
Technical Skills	Skilled: Work requires a comprehensive, practical knowledge of a technical field with use of analytical judgment and decision-making abilities appropriate to the work environment of the organization.
Budget Responsibility	Position has limited fiscal responsibility. May assist in the collection of data in support of recommendations for departmental budget allocations. May monitor division or program/project level budget and expenditures.
Reading	Advanced - Ability to read literature, books, reviews, scientific or technical journals, abstracts, financial reports, and/or legal documents. Ordinarily, such education is obtained in at the college level or above. However, it may be obtained from experience and self-study.
Math	Intermediate - Ability to deal with system of real numbers; practical application of fractions, percentages, ratios/proportions and measurement. Ordinarily, such education is obtained in high school up to college. However, it may be obtained from experience and self-study.
Writing	Advanced - Ability to write press releases, editorials, journals, speeches, manuals, or critiques. Ordinarily, such education is obtained in at the college level or above. However, it may be obtained from experience and self-study.
Certification & Other Requirements	Valid driver's license



OVERALL PHYSICAL STRENGTH DEMANDS:

-Physical strength for this position is indicated below with "X"-					
Sedentary	Light	X	Medium	Heavy	Very Heavy
Exerting up to 10 lbs. occasionally or negligible weights frequently; sitting most of the time.	Exerting up to 20 lbs. occasionally, 10 lbs. frequently, or negligible amounts constantly OR requires walking or standing to a significant degree.	X	Exerting 20-50 lbs. occasionally, 10-25 lbs. frequently, or up to 10 lbs. constantly.	Exerting 50-100 lbs. occasionally, 10-25 lbs. frequently, or up to 10-20 lbs. constantly.	Exerting over 100 lbs. occasionally, 50-100 lbs. frequently, or up to 20-50 lbs. constantly.

PHYSICAL DEMANDS:

C Continuously <small>2/3 or more of the time.</small>	F Frequently <small>From 1/3 to 2/3 of the time.</small>	O Occasionally <small>Up to 1/3 of the time.</small>	R Rarely <small>Less than 1 hour per week.</small>	N Never <small>Never occurs.</small>
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Note: This is intended as a description of the way the job is currently performed. It does not address the potential for accommodation.

-Physical Demand-	-Frequency-	-Brief Description-
Standing	F	Making presentations, observing work site, observing work duties, communicating with co-workers
Sitting	F	Desk work, meetings, driving
Walking	O	To other departments/offices, around work site
Lifting	O	Supplies, files
Carrying	O	Supplies, files
Pushing/Pulling	R	File drawers, tables and chairs
Reaching	R	For supplies, for files
Handling	F	Paperwork, monies
Fine Dexterity	C	Computer keyboard, telephone keypad, calculator
Kneeling	R	Filing in lower drawers, retrieving items from lower shelves/ground
Crouching	R	Filing in lower drawers, retrieving items from lower shelves/ground
Crawling	N	
Bending	R	Filing in lower drawers, retrieving items from lower shelves/ground
Twisting	O	From computer to telephone, getting inside vehicle
Climbing	R	Stairs
Balancing	N	
Vision	C	Reading, computer screen, driving, observing work site
Hearing	C	Communicating via telephone/radio, to co-workers/public
Talking	C	Communicating via telephone/radio, to co-workers/public
Foot Controls	O	Driving
Other (specified if applicable)		



MACHINES, TOOLS, EQUIPMENT, SOFTWARE, AND HARDWARE:

Computers, printers and related software, vehicle, radio, camera

ENVIRONMENTAL FACTORS:

C Continuously	F Frequently	O Occasionally	R Rarely	N Never
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D Daily	W Several Times Per Week	M Several Times Per Month	S Seasonally	N Never
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-Health and Safety Factors-	
Mechanical Hazards	N
Chemical Hazards	N
Electrical Hazards	N
Fire Hazards	N
Explosives	N
Communicable Diseases	N
Physical Danger or Abuse	N
Other	N

-Environmental Factors-	
Respiratory Hazards	N
Extreme Temperatures	S
Noise and Vibration	N
Wetness/Humidity	N
Physical Hazards	N

PROTECTIVE EQUIPMENT REQUIRED:

None

NON-PHYSICAL DEMANDS:

F Frequently From 1/3 to 2/3 of the time	O Occasionally Up to 1/3 of the time	R Rarely Less than 1 hour per week	N Never Never occurs
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-Description of Non-Physical Demands-	-Frequency-
Time Pressure	F
Emergency Situation	N
Frequent Change of Tasks	F
Irregular Work Schedule/Overtime	R
Performing Multiple Tasks Simultaneously	F
Working Closely with Others as Part of a Team	O
Tedious or Exacting Work	O
Noisy/Distracting Environment	O
Other	N

PRIMARY WORK LOCATION:

Office Environment	X	Vehicle	
Warehouse		Outdoors	
Shop		Other (see 3 below)	
Recreation/Neighborhood Center			