

## ASSISTANT MANAGER - COUNTY CENTER SALES/MARKETING

DISTINGUISHING FEATURES OF THE CLASS: Under general supervision the incumbent is responsible for preparing and implementing the sales/rentals and marketing program of the County Center. The incumbent researches, computes data, plans, evaluates and presents market and service needs. Coordination of activities with other governmental agencies, business organizations, community groups, committees and trade associations is also a function of the position. Supervision may be exercised over a number of professional and clerical support staff. Does related work as required.

### EXAMPLES OF WORK: (Illustrative Only)

Plans and implements the sales/marketing program for the County Center;

Develops plans for an advertising and promotional campaign for the facility;

Provides marketing perspectives to develop products and services;

Contacts business organizations, entertainment agencies, show promoters, community groups, trade associations, etc., to sell time, space and services of the County Center;

Assists tenants of the building in their local arrangements;

Monitors service utilization on an on-going basis to identify and evaluate changes in market trends, recommending changes in service delivery;

Prepares grant application and/or budget proposals to compliment sales/marketing program;

Assists in operational supervision of the County Center programs, when required.

REQUIRED KNOWLEDGE, SKILLS, ABILITIES AND ATTRIBUTES: Thorough knowledge of the management and operations of a County Center (Convention Center) type facility; good knowledge of marketing techniques, including research analysis and implementation; ability to prepare and deliver presentations; ability to communicate effectively orally and in writing; ability to establish effective relationships with perspective tenants; ability to establish effective working relationships with media; sound professional judgment; initiative; resourcefulness; tact; creativity; physical condition commensurate with the demands of the position.

MINIMUM ACCEPTABLE TRAINING AND EXPERIENCE: Either: (a) Bachelors Degree\* and four years of experience in public administration including the following: one year of experience in public relations, marketing or advertising (including presentations and sales) and one year of community relations experience; or (b) high school and eight years experience in administration, advertising, marketing, public relations or related area which included research, presentations and sales; or (c) a satisfactory equivalent combination of the foregoing training and experience as defined by the limits of (a) and (b).

\*SPECIAL NOTE: Education beyond the secondary level must be from an institution accredited or recognized by the Board of Regents of the New York State Education Department as a post-secondary, degree-granting institution.

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Job Class Code: C2444  
Job Group: XII