

## BOOKING MANAGER - PRC

DISTINGUISHING FEATURES OF THE CLASS: Under supervision, the incumbent of this class is responsible for marketing functions in the Parks Department, particularly the promotion of the uses of all Parks facilities for the general public and by special interest groups. Work includes developing marketing approaches, soliciting accounts and maintaining detailed records thereon. Substantial liaison is developed and maintained with groups and organizations frequenting Park facilities. Supervision may be exercised over a small number of employees. Does related work as required.

### EXAMPLES OF WORK: (Illustrative Only)

Promotes and sells group activities, explaining rates, services, regulations, etc.;

Prepares sales and promotional materials and arranges for distribution in accordance with marketing plan;

Develops and conducts surveys to study the effectiveness of various marketing and advertising campaigns to monitor the effectiveness and make changes as warranted;

Develop and maintain relationships with client groups;

Coordinates corporate outings with park personnel, food service vendors, and the County police to ensure a smooth functioning, enjoyable event;

Reviews and assists in examining major entertainment proposals and participates in scheduling selected shows;

Maintains, selects, and orders mailing lists for group sales, corporate brochures and corporate discount certificates;

Gathers data on competition, analyzes prices, sales and methods of marketing to evaluate for use in the Parks Department;

Prepares reports and recommendations as required;

May perform other incidental tasks, as needed;

Uses computer applications or other automated systems such as spreadsheets, word processing, calendar, e-mail and database software in performing work assignments.

FULL PERFORMANCE ABILITIES, AND ATTRIBUTES: Thorough knowledge of public relations techniques and practices; good knowledge of organization and arrangements for large group activities; good knowledge of the techniques of verbal and written communication including style, vocabulary, spelling and grammar; good knowledge of the media used in public relations and their characteristics and applicability; ability to research and collect information and data; ability to communicate effectively both orally and in writing; ability to develop and maintain effective relationships with the media;

REQUIRED KNOWLEDGE, SKILLS, ABILITIES, AND ATTRIBUTES: (Cont'd.)

ability to lay out and supervise the work of others; ability to use computer applications such as spreadsheets, word processing, e-mail and database software; ability to read, write, speak, understand, and communicate in English sufficiently to perform the essential duties of the position; initiative; accuracy; good judgment; tact; physical condition commensurate with the demands of the position.

MINIMUM ACCEPTABLE TRAINING AND EXPERIENCE: Possession of a high school or equivalency diploma and seven years of experience which involved promoting or marketing services, events, shows, etc. to corporations, community groups, schools, etc.

SUBSTITUTIONS: Satisfactory completion of 30 credits\* may be substituted on a year for year basis for up to four years of the above stated experience.

\*SPECIAL NOTE: Education beyond the secondary 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.

NOTE: Unless otherwise noted, only experience gained after attaining the minimum education level indicated in the minimum qualifications will be considered in evaluating experience.