

DIRECTOR OF OPERATIONS (MARKETING – PRC)

DISTINGUISHING FEATURES OF THE CLASS Under general direction, the incumbent directs the marketing and public relations activities of Department of Parks, Recreation and Conservation. Responsibilities include creative direction, development, implementation, coordination and management of marketing for all departmental facilities, programs and events. The incumbent will be expected to utilize this centralized structure to implement cross-marketing opportunities, taking full advantage of existing facilities and events as well as future enterprises undertaken within the Department. Supervision is exercised over a large number of professional and support sales and marketing staff in the range of Departmental operations including all county parks and conservation areas, the County Center, all county golf courses, Playland and developing enterprises. Does related work as required.

EXAMPLES OF WORK: (Illustrative only)

Manages and directs the development, implementation and modification of the Department's marketing program;

Directs market research activities;

Identifies service markets after analyzing participation data, demographic information, user profiles and focus group input;

Develops and implements press relations policies and procedures affecting communications with the public and within the Department;

Supervises professional and support staff in the implementation of the sales, marketing and public information plan.

Develops and monitors the marketing budget to perform the various elements of the plan;

Supervises the ongoing development and maintenance of the Departments (3) websites, intranet site and print media;

Works with the Friends of Westchester County Parks Foundation, Inc., to develop tax-free funding and sponsorships for programs, services and facilities;

Works cooperatively with the Office of Tourism to stimulate business opportunities and interest in Westchester as a visitors destination;

Educates the department staff and the public on the benefits of the programs, services and facilities offered by the Department;

Works with the Department's *Pride in Parks* performance based management program to develop research that will help guide the direction of the Department's marketing efforts;

Coordinates the collection and follow up on all Department customer comments and complaints including phone calls, post cards, letters and electronic media;

EXAMPLES OF WORK: (Illustrative only) (Cont'd.)

Develops, coordinates and enhances the promotion of group sales with local schools, corporations and camps;

Assists various Division Directors and Facility Managers to prepare plans designed to reach core audiences and target markets in order to reach participation goals and increase revenues;

Coordinates county-wide residents' preference surveys and those utilized by specific programs or facilities to obtain customer feedback. This will include developing an electronic approach to obtaining feedback from our customers;

Works cooperatively with the Department's concessionaries to insure positive image and to stimulate business with cross marketing/promotional opportunities;

Establishes and maintains liaison with press correspondents, television and radio stations, and newspaper chains;

Conducts negotiations with business agents and tour operators concerning business and price arrangements;

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

May perform other incidental tasks, as needed.

REQUIRED KNOWLEDGE, SKILLS, ABILITIES AND ATTRIBUTES: Thorough knowledge of the techniques of preparing, producing and disseminating information to the various media and the public utilizing various methods; thorough knowledge of the principles and practices of advertising methods; thorough knowledge of marketing techniques and maximizing revenues through the application of marketing practices; ability to develop a complex marketing plan and organize and conduct an advertising campaign; ability to establish effective business relationships with tour operators, groups and corporations; ability to effectively use computer applications such as spreadsheets, word processing, calendar, e-mail and database software; ability to communicate effectively, both orally and in writing; ability to supervise and delegate complex tasks to staff; integrity; resourcefulness; poise; tact; diplomacy; physical condition commensurate with the demands of the position.

MINIMUM ACCEPTABLE TRAINING AND EXPERIENCE: Either (a) Bachelor's Degree* in Marketing, Advertising, Communications or a closely related field and six years experience in which the primary function of the position consisted of administrative or management level marketing responsibilities; or (b) a Bachelors Degree* and eight years of experience as described in (a) above.

*SPECIAL NOTE: Education beyond the secondary must be from an institution recognized or accredited 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.

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J.C.: Competitive
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Job Class Code: E0831
Job Group: XV