

## DIRECTOR OF SALES/MARKETING - PLAYLAND

DISTINGUISHING FEATURES OF THE CLASS: Under the general supervision of the Director - Playland, an incumbent of this class is responsible for developing and directing the overall marketing campaign for Playland Amusement Park. This position is also responsible for conducting negotiations with large organizations and corporations in order to increase bookings. Supervision is exercised over a small staff. Does related work as required.

### EXAMPLES OF WORK: (Illustrative Only)

Plans and implements advertising and promotional campaigns for Playland Amusement Park;

Develops and implements sales and marketing programs and projects in order to identify, target and attract customers to Playland and its facilities;

Attends amusement park conferences and meetings;

Plans, directs and prepares community education programs to provide information to the public and to promote Playland Park activities;

Investigates problems and issues of concern as relates to Playland Park and the Ice Palace;

Develops and coordinates special projects including marketing strategies and long range promotional plans;

Contacts groups and organizations to explain Playland's policies and features;

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

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;

Develops special event days in conjunction with the Parks Department;

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

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; thorough knowledge of policies and procedures governing the operation of Playland Amusement Park; ability to organize and conduct an advertising campaign; ability to establish effective business relationships with tour operators, groups and

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

corporations; ability to effectively use computer applications such as spreadsheets, word processing, calendar, e-mail and database software; ability to communicate effectively, orally and in writing; ability to supervise and delegate complex tasks to support 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, Communications or a closely related field and eight years experience in public relations, marketing or advertising which involved project management responsibilities in planning, developing and implementing public relations, marketing or advertising campaigns or programs; or (b) Associate's Degree\* and ten years of experience as described in (a); or (c) a satisfactory combination of training and experience as defined by the limits of (a) and (b).

SUBSTITUTION: A Master's Degree\* may be substituted for the above stated experience at the rate of 30 credit hours per year for a maximum of two years.

\*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.