

## PROGRAM ADMINISTRATOR (SALES AND MARKETING)

DISTINGUISHING FEATURES OF THE CLASS: Under general supervision, an incumbent of this class is responsible for preparing and implementing sales/rentals and marketing programs in support of County services and departmental operations. Responsibilities involves researching, computing and analyzing market trends and data in order to develop strategic plans in responding to service needs or to maximize utilization of county facilities. 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 sales/marketing programs and research projects in order to identify or target consumer/client trends for specific County services or facilities;

Develops plans for advertising and promotional campaigns in order to maximize utilization of County facilities or services;

Researches, prepares, and writes press releases and regularly interacts with the media in the promotion of programs and services;

Conducts trial tests of proposed products and services;

Develops marketing strategies to promote County facilities and services;

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

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

Prepares grant applications, contracts, bids, and/or budget proposals in support of sales/marketing objectives;

Assists in operational supervision of programs, when required;

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

Provides customer service upon request of callers and assist information agents with phone inquiries and problem callers;

May perform other incidental tasks, as needed.

FULL PERFORMANCE SKILLS, ABILITIES AND ATTRIBUTES: Thorough 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 and maintain effective relationships with perspective vendors; ability to establish effective working relationships with media; ability to effectively use computer applications such as spreadsheets, word processing, calendar, e-mail and database software; ability to read, write, speak, understand and communicate in English sufficiently to perform the essential functions of the position; sound professional judgment; initiative; resourcefulness; tact; creativity; physical condition commensurate with the demands of the position.

MINIMUM ACCEPTABLE TRAINING AND EXPERIENCE: Bachelor's Degree\* in Marketing, Communications, Business Administration or a closely related field and three 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.

SUBSTITUTION: Satisfactory completion of 30 credits\* towards a Masters Degree\* in Public Administration, Marketing or Business Administration may be substituted on a year for year basis for the general experience for up to two years. Candidates must possess the experience which involves project management responsibilities.

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

\*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 Department of Education as a post-secondary, degree-granting institution.