

## PROGRAM COORDINATOR (MINORITY AFFAIRS - SPANISH SPEAKING)

DISTINGUISHING FEATURES OF THE CLASS: Under general supervision, an incumbent of this class is responsible for preparing and implementing marketing strategies in support of County public transportation services and operations, with particular attention to the minority community. Responsibility involves market research and analysis of trends in the minority community to develop strategic plans in responding to service needs, to maximize utilization of county facilities, and to promote minority contractors to bid for service agreements. 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 marketing strategies and research projects in order to identify or target minority consumer/client trends for County transportation services and facilities;

Develops plans for advertising and promotional campaign (both in English and Spanish) in order to maximize utilization of public transportation and facilities;

Conducts outreach services with minority businesses to encourage and facilitate their participation in the bidding process for contracted services with Westchester County;

Contacts business organizations, agencies, community groups, trade associations, etc., particularly those serving the minority community, to promote public transportation services;

Monitors service utilization on an on-going basis to identify and evaluate changes in market trends, recommending changes for service delivery which is responsive to the needs of the minority community;

Assists in operational supervision of programs, when required.

Provides liaison among various minority groups with regard to transportation issues.

REQUIRED KNOWLEDGE, SKILLS, ABILITIES AND ATTRIBUTES: Thorough knowledge of marketing techniques and strategies; familiarity with the minority community in Westchester County, including businesses, agencies, and community organizations serving that community; ability to prepare and deliver presentations in both English and Spanish; ability to communicate effectively both orally and in writing in both English and Spanish; ability to establish and maintain effective relationships with local officials, business representatives, community leaders, and the public; 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\* in Business Management, Marketing, or closely related field and five years experience in public relations or marketing; or (b) Bachelor's Degree\* and six 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 Masters Degree\* in Public Administration, Marketing or Business Administration may be substituted at the rate of 30 credits per year of experience for up to two years.

\*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.