

PROGRAM COORDINATOR - SALES MARKETING

DISTINGUISHING FEATURES OF THE CLASS: Under the general supervision of the Director of Sales/Marketing, an incumbent of this class is responsible for preparing and implementing the promotional campaign for Playland Amusement Park. Work involves the implementation of a comprehensive program designed to promote Playland Amusement Park to the public in the tri-state area. This position is required to work closely with advertising agencies and media outlets. Supervision is exercised over subordinate personnel. Does related work as required.

EXAMPLES OF WORK: (Illustrative Only)

Coordinates advertising between Director of Sales/Marketing - Playland and advertising agencies;

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

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

Acts as the public information officer for Playland Park on all matters;

Creates Playland Park brochures, giveaways and direct mail advertising;

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

Interacts with video and graphics personnel to coordinate media activities;

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

Incorporates historical aspects of Playland Park into promotional literature and appropriate park signage;

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

Investigates problems and issues of concern as relates to Playland Park and recommends course of action;

Provides supervision, training and performance evaluation of subordinate program staff;

Acts on behalf of the Director of Playland and Director of Sales/Marketing - Playland at public functions or ceremonies, as needed;

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; good knowledge of marketing techniques; knowledge of the facilities and attractions of Playland Amusement Park; ability to communicate effectively, both orally and in writing; ability to establish and maintain effective working relationships with the media; ability to effectively use computer applications such as spreadsheets, word processing, calendar, e-mail and database software; ability to plan and supervise the work of subordinate staff; tact; diplomacy; resourcefulness; creativity; imagination; good judgment; 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 six 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 eight 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* may be substituted for the above stated experience at the rate of 30 credits hours per year 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.