



CITY OF OMAHA CLASS SPECIFICATION

CLASSIFICATION TITLE: MARKETING COORDINATOR

BARGAINING UNIT: CIV BARGAINING **CODE NUMBER:** 7120

PAY RANGE CODE: 00160 **REVISION DATE:** 2/4/16

NATURE OF WORK:

The work of this classification involves assisting in the marketing of the Omaha metro area as a desirable destination for visitors in all market segments. This position will serve as the Marketing department's database expert and assist with website functionality through the Customer Relationship Management (CRM) and Content Management System (CMS) database systems. An incumbent in this position exercises considerable independence in the performance of duties and responsibilities and receives general guidance from a superior.

ESSENTIAL FUNCTIONS: *(Any one position may not perform all the duties listed, nor do the listed examples include all the duties that may be performed in positions allocated to this class.)*

Provides administrative support to the Marketing division.

Maintains leisure, media, and partner database.

Analyzes and optimizes database and ensures database accuracy.

Mines consumer database and coordinates niche mailings and contests.

Updates and maintains website content.

Ensures website coding accuracy and serves as the web partner liaison for website functionality.

Assists in the design and creation of multi-media content and serves as graphic design support.

Tracks earned media and prepares monthly and quarterly reports for distribution to appropriate tourism partners.

Creates and edits multi-media content.

Maintains video and photo galleries.

Fulfills and tracks consumer requests.

Tracks and reports measures of success.

Reviews, summarizes, and advises on proposals from outside entities desiring OCVB business.

Tracks and reports measures of success.

Assists in coordinating site visits and familiarization trips.

Maintains regular job attendance in accordance with a schedule established for the position by the supervisor.

Performs other related duties as assigned or as the situation dictates within the scope of this classification.

REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES:

Knowledge of business English, spelling, grammar and punctuation.

Knowledge of departmental policies, procedures, and regulations.

Knowledge of and ability to operate a computer or other technology using standard or customized computer or systems software applications appropriate to the assigned tasks.

Ability to learn and adapt to advances in computer and electronics device technology and software.

Ability to identify, analyze and resolve problems.

Ability to accurately perform basic mathematical computations to include addition, subtraction, multiplication and division.

Ability to maintain and prepare reports regarding departmental and clerical records.

Ability to travel independently to domestic and international destinations via commercial airlines.

Ability to establish and maintain effective working relationships with fellow employees, members of the tourism industry, and members of the general public.

Ability to communicate effectively, orally and in writing.

Ability to maintain confidentiality.

Ability to prioritize and manage multiple projects and responsibilities while meeting stringent deadlines.

Ability to adhere to safety policies, procedures and guidelines.

Ability to sit from 76 to 100% of the time, to stand and walk from 26 to 50% of the time, and

reach, bend, stoop, push and pull up to 25% of the time.

Ability to use up to thirty (30) pounds of force up to 25% of the time to move objects.

EDUCATION AND EXPERIENCE: *(The knowledge, skills, and abilities above may be acquired through, but are not limited to, the following combination of education and/or experience.)*

Associate's degree with an emphasis in marketing or sales.

AND

One (1) year of related experience in marketing or sales.

OR

An equivalent combination of education and experience.

SPECIAL REQUIREMENTS:

Must possess a valid motor vehicle operator's license from the time of appointment.

Must be available to work flexible hours, weekends, and holidays.

WORKING CONDITIONS: *(The conditions herein are representative of those that must be met by the employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.)*

Work is performed in an office setting amid normal conditions of dust, odors, fumes, and noises. However, an incumbent may be required to travel to other sites in the city or to other cities and may be exposed to all weather conditions.

EQUIPMENT OPERATION: *(Any one position may not use all of the tools and equipment listed nor do the listed examples comprise all of the tools and equipment that may be used in positions allocated to this classification.)*

Computer
Telephone

Calculator
Printer

Copier

Previous Revision Date(s):