

RESOLUTION NO. _____

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MILPITAS AMENDING RESOLUTION 1626, THE CLASSIFICATION PLAN, ESTABLISHING A NEW CLASSIFICATION OF MARKETING ASSISTANT AND ELIMINATING ONE PROGRAM COORDINATOR POSITION FROM THE ADMINISTRATION SECTION OF THE RECREATION SERVICES DEPARTMENT

WHEREAS, the City of Milpitas has a Classification Plan adopted as Resolution No. 1626 on December 17, 1968, in accordance with the Personnel Rules and Regulations of the City of Milpitas (Resolution No. 792 as amended); and

WHEREAS, amendments to the Classification Plan are necessary to account for changes within the organization, transfer of duties, new job responsibilities, and adjustments to salary ranges.

NOW, THEREFORE, the City Council of the City of Milpitas hereby finds, determines, and resolves as follows:

1. The City Council has considered the full record before it, which may include but is not limited to such things as the staff report, testimony by staff and the public, and other materials and evidence submitted or provided to it. Furthermore, the recitals set forth above are found to be true and correct and are incorporated herein by reference.

2. Resolution No. 1626 is hereby amended effective February 17, 2015, as follows:

a. Salary Range Establishment for New Classification

<u>Title</u>	<u>Proposed Range</u>
Marketing Assistant	\$57,495 - \$69,886

b. Eliminate one (1) Program Coordinator position from the Administration Section of the Recreation Services Department.

PASSED AND ADOPTED this _____ day of _____, 2015, by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

ATTEST:

APPROVED:

Mary Lavelle, City Clerk

Jose S. Esteves, Mayor

APPROVED AS TO FORM:

Michael J. Ogaz, City Attorney

MARKETING ASSISTANT

DEFINITION

To assist in the planning, promotion, implementation and coordination of marketing new and existing recreation and citywide services and programs; develop and maintain a strong communication and working relationship with vendors and customers, and perform related work as required. Employees within this class are distinguished from higher level classification by the performance of more routine, paraprofessional-level tasks and duties.

SUPERVISION RECEIVED AND EXERCISED

EXAMPLES OF DUTIES - Duties may include, but are not limited to, the following:

Develops, ideas, concepts, ~~copy~~, themes, and program vision, to successfully market Recreation Programs, City sponsored events, and related community involvement efforts.

Creates and manages event promotion timelines for marketing, graphics and program coordinators.

Creates and recommends action plans for marketing and promotion of services and program.

Disseminates information to the public via eblasts, press releases, ads, phone calls, and related information to schools, community non-profits, and other government agencies.

Creates, posts, and monitors recreation Social Media Account pages; work with Webmaster on general media page posting.

Sets up displays, workshops, classes, and presents information related to recreation and other related topics. May conduct tours and make presentations.

Answers customers questions related to recreation and other city programs and services.

Coordinates program events and facility marketing material and graphic designs for new press releases, flyers, event schedules, pamphlets, and brochures.

Develops and maintain positive relationships with local business, government and community groups.

Solicits and receives sponsorships, ~~receives sponsorships~~, and ensures proper logos and applicable promotional credit is given to designated sponsors.

CITY OF MILPITAS
Marketing Assistant

Manages community promotions and executes printing budget.

Analyzes, develops and recommends marketing policy and program changes in response to customer needs, budgetary considerations, market changes, and industry developments with adherence and compliance with City rules, procedures, and regulations.

Assists staff in the development of written promotional and marketing information for their respective programs and events.

Serves as liaison and represents the City at a variety of public events, including meetings, conferences, and other related special events.

Sets up and maintains working and storage file system.

Performs other related duties as assigned.

QUALIFICATIONS

Knowledge of:

- Marketing theories
- Principle and practices and their application the assigned department program and/or services
- Customer motivation
- Principles and practices of public relations and customer services
- Principles and procedures of records keeping business writing and basic report preparation;
- Computer applications including word processing, spreadsheets, databases, and presentations; local government organization and operation.

Ability to:

- Organize and coordinate events
- Exercise initiative and good judgment within scope of work
- Respond to request and inquires from the general public
- Speak on a one- to- one basis and in front of groups of various sizes
- Elicit community and organizational support for assigned programs and projects
- Research and evaluate new marketing methods and techniques

CITY OF MILPITAS

Marketing Assistant

- Work with minimum supervision by following oral and written instructions; communicate clearly and concisely, both orally and in writing
- Make simple algebraic and arithmetic calculations; establish and maintain effective working relationship with those contacted in the course of work
- Organize and maintain records and files

EXPERIENCE AND EDUCATION

Experience: Two years of responsible paid experience in marketing, advertising, and promoting programs and services or a related field.

Education: Associates degree from an accredited college or university with course work in marketing, business or public administration, management, public relations, communications, or a related field.

LICENSE AND CERTIFICATE

- Appropriate valid California driver’s license and satisfactory driving record. (DMV printout required)
- Certification in First Aid and CPR is highly desirable.

SPECIAL REQUIREMENTS: *Essential duties require the following abilities and work environments:*

Work is performed in an office/recreational setting: will be exposed to the elements and sits, stands, walks, kneels, crouches, twists, reaches, bends, crawls, and grasp; must be able to lift, carry, push, pull, drag equipment weighing up to 40 lbs.; climbing up step stool ladders to stack equipment and supplies.

Approved by:

City Manager

Date

Human Resources Director

Date