



PROGRAM OUTREACH SPECIALIST

Class specifications are only intended to present a descriptive summary of the range of duties and responsibilities associated with specified positions. Therefore, specifications may not include all duties performed by individuals within a classification. In addition, specifications are intended to outline the minimum qualifications necessary for entry into the class and do not necessarily convey the qualifications of incumbents within the position.

DEFINITION

The Program Outreach Specialist is a part-time position and works under the direction of a Recreation Supervisor. The Program Outreach Specialist is responsible for the design and promotion of the Parks & Recreational Department, its programs, events and sponsorships.

DISTINGUISHING CHARACTERISTICS:

The Program Outreach Specialist will utilize innovative and creative processes to establish and market a City of Burlingame Parks & Recreation brand; assist in the planning, promotion, implementation and coordination of marketing new and existing recreation services and programs; develop and maintain viable communication outlets with the public, sponsors and customers to include supporting public engagement activities, leading outreach efforts and connecting services with community groups and community

SUPERVISION RECEIVED:

Receives supervision from a Recreation Supervisor.

ESSENTIAL DUTIES *(including, but are not limited to, the following):*

- Solicit and receive sponsorships, ensures proper logos and applicable promotional credit is given to designated sponsors;
- Coordinate and facilitate partnerships with service organizations, schools, business community and other local agencies;
- Assist staff in the development of written promotional and marketing information for their respective programs and events;
- Create and manages event promotion timelines for marketing, graphics and program coordinators;
- Create and recommends action plans for marketing and promotion of program services;
- Disseminate information to the public via e-blasts, press releases, ads, phone calls, public outreach and related information to schools, community non-profits, and other government agencies;
- Set up displays, workshops, classes, and presents information related to recreation and other related topics;
- Coordinate program, events and facility marketing material and graphic designs for new press releases, flyers, event schedules, pamphlets, and brochures;
- Develop and maintains positive relationships with local businesses, government and community groups;
- Analyze, develop and recommend 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;
- Perform other duties as assigned

EXPERIENCE & EDUCATION:**Experience**

Three years of responsible paid experience in marketing, advertising, and promoting programs in a related field.

Education

Associate 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 or Certificate

A valid class "C" California driver's license.

Certification in First Aid and CPR is highly desirable.

SPECIAL REQUIREMENTS:

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 grasps; must be able to lift, carry, push, pull, drag equipment weighing up to 40lbs, climbing up stool ladders to stack equipment and supplies.

Must be able to discern voices and to effectively communicate both orally and in writing. Must use a computer monitor on a regular basis. Must be able to multi-task and be flexible in working hours, including before and after regular work hours.

Shifts may include evening and weekend hours.

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PROGRAM OUTREACH SPECIALIST
AFSCME ADMINISTRATIVE UNIT
NON-EXEMPT
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