

## MEMBER SERVICES/MARKETING SPECIALIST

**DEPARTMENT** : **LEISURE SERVICES**  
**WAGE** :  
**FLSA** : **NON-EXEMPT**  
**CIVIL SERVICE** : **INCLUDED**  
**BARGAINING UNIT** : **NON-BARGAINING**

### **GENERAL STATEMENT OF DUTIES**

Performs professional work overseeing and managing all aspects of the Department's communications and publications program. Serves as the point staff person for member recruitment and retention. Duties include but are not limited to the development and implementation of an overall marketing plan designed to inform the public about the department while driving revenue from registrations and memberships. The work is performed under the general direction of the Recreation Services Manager and Recreation Supervisor, but considerable leeway is granted for the exercise of independent judgement and initiative. Will supervise and coordinate the work of sports interns and seasonal employees.

### **EXAMPLES OF ESSENTIAL FUNCTIONS** **(Illustrative Only)**

These functions are considered essential for successful performance in this job classification.

1. Identifies, develops and implements an annual marketing plan designed to inform the public of programs services and facilities available to enhance participation, increasing revenue generation.
2. Prepares and/or coordinates the development and production of all department publications, as well as website and social media updates; prepares news release and advertisements to all local media sources.
3. Maintains positive working relationship with all local media sources to ensure support for department.
4. Assists in preparing the annual budget for marketing and member services budgets.
5. Interviews, hires, trains, supervises and evaluates seasonal staff in accordance with City personnel policies; coordinates all customer service training.
6. Responsible for generation of paid advertisements in publications as well as on digital message boards with the SportsPlex; proofreads all department publications.
7. Coordinates the purchase, control and maintenance of department audiovisual equipment.
8. Develops and implements effective membership recruitment and retention campaign including strategies to initiate and cultivate corporate partnerships throughout the Cedar Valley.
9. Develops and maintains an array of presentations to be used by staff for meetings with various community groups.
10. Coordinates and develops research efforts designed to gauge public interest, pricing strategies and usage patterns related to Recreation Division programs, services and facilities.
11. Assists with operation and supervision of front desk during peak hours.
12. Compiles reports, deposits and payroll, performs data entry and completes forms on personal computer using the applicable software.
13. Works independently and with others with limited supervision.

14. Performs all work duties and activities in accordance with OSHA, City and Leisure Services policies, procedures and safety rules.
15. Attends work regularly at the designated place and time.
16. Performs related duties as assigned.

**REQUIRED KNOWLEDGE & ABILITIES**

1. Considerable knowledge of computers and software applications as well as most audiovisual equipment.
2. Considerable knowledge of layout and production advertisements, promotional pieces and flyers.
3. Skilled in journalism techniques as they relate to writing articles, web content, news releases, awards and formal presentations.
4. Personal computer skills and ability to learn related software applications, enter and retrieve information on a computer, develop computer-generated reports and update records.
5. Knowledge of the philosophy and objectives of public parks and recreation.
6. Ability to establish and maintain working relationships with local schools and civic groups.
7. Ability to review, understand and work within the constraints of an operating budget.
8. Ability to form positive relations with members from diverse social and economic backgrounds.
9. Ability to respond to questions, communicate effectively and maintain working relationships with other City employees, supervisors, Commission members, elected officials, the media and the public tactfully and in a clear, concise and easily understandable manner.
10. Ability to function with independent judgment and skills to plan, organize and implement all

activities for the Leisure Services Department recreation programs.

11. Ability to sell the benefits of the organization to potential sponsors, advertisers and donors.
12. Ability to keep accurate and thorough records.
13. Ability to work with people from a broad variety of social, economic, racial, ethnic and educational backgrounds

**ACCEPTABLE EXPERIENCE & TRAINING**

1. Bachelor's Degree in recreation or closely related field with minimum of four years progressively more responsible experience in developing, administering, planning and scheduling sports programs

**OR**

High school diploma/equivalent with a minimum of eight years progressively more responsible experience in developing, administering, planning and scheduling sports programs

**OR**

Any equivalent combination of education and experience that provides the knowledge, skills and abilities necessary to perform the essential functions of the position.

**ESSENTIAL PHYSICAL ABILITIES**

The following physical abilities are required with or without accommodation.

1. Speech and hearing that permits the employee to communicate effectively with other employees, elected officials, the media, Commission members and the public in person or by telephone.
2. Personal mobility that permits the employee to operate a passenger vehicle safely, visit sports and recreation sites and physically move to and from various Leisure Services facilities and attend meetings.
3. Vision and manual dexterity that permits the employee to operate a personal computer, handle files and perform other administrative responsibilities.

## **MISCELLANEOUS**

1. The City of Waterloo will conduct a background investigation including employment and criminal history checks on any applicant being considered for this position.
2. If using a City vehicle, must have Iowa Driver's License and good driving record based on the City of Waterloo driver performance criteria.
3. Must submit to and pass Civil Service examination procedures including a panel interview.

## **WORK SCHEDULE**

The work schedule for this position will vary with different sports and special events seasons. Required to work evenings, holidays and weekends as needed for sports activities, events and meetings. There will be a one half or one hour unpaid meal break for full shift days. Limited overtime.

## **ORAL EXAMINATION**

All qualified candidates who apply by the deadline date will be required to appear before an interview panel consisting of a minimum of three people who have expertise in the areas being tested. An individual must receive a minimum average score of sixty points out of one hundred to achieve a passing score on the interview. The top applicants, as ranked by their scores on the interview, will be the individuals placed on the

certified list. Applicants who qualify as outlined and are full time regular employees of the City of Waterloo shall have one additional point per full year of employment up to a maximum of five points added to their final score. Honorably discharged men and women from the military or naval forces of the United States who qualify per provisions of Chapter 35 of the Code of Iowa and who are citizens and residents of the United States shall have five additional points added to their final score upon submission of their DD214 or ten points added if they were awarded a Purple Heart or have a service connected disability.

## **ORAL EXAMINATION DATE**

All qualified candidates who apply by the deadline date will be notified of the time, place and date of the oral examination.

**A.A./E.E.O.**

**Minority, female & disabled individuals are encouraged to apply.**

**MEMBER SERVICES-MARKETING SPECIALIST DESCRIPTION 21  
January 21**