CITY OF SALINAS

MARKETING AND DEVELOPMENT COORDINATOR

BARGAINING UNIT/CLASS CODE:
AMPS / 15.6017.001

DEFINITION

Under general direction, seeks grants and other funding sources to supplement the Library and Community Services Department's operating budget; collaborates with department staff to develop marketing initiatives for departmental programs and evaluates and improves marketing initiatives.

SUPERVISION RECEIVED AND EXERCISED

Receives immediate supervision from the Library and Community Services Director or designee. May exercise direct and/or indirect supervision over marketing and fund development professional, technical and clerical personnel.

ESSENTIAL JOB FUNCTIONS OF THE POSITION: Duties may include, but are not limited to the following:

Create and maintain effective processes and procedures for marketing educational and recreational programming, library collections and digital services to community members, including writing press releases and communicating with the press, designing professional and attractive flyers and brochures, formulating effective social media content and creating presentations for library staff to present to community organizations. Meeting with the public and organizations regarding programming initiatives and marketing and funding needs. In collaboration with library and recreation staff, design effective means and methods of branding and presenting educational and recreational programming and services in a manner that encourages attendance and support from the public and represents the Library and Community Services Department (LCSD) in a positive manner. Ensure that the value of the LCSD programming and services is communicated in clear and creative ways. In collaboration with library and community services administrative and programming staff, research, prepare, write, and submit grant requests, reports, and funding proposals to support ongoing or new library and recreation programming, collections and services. Communicate with funders regarding status of requests and manage the grant reporting process and fund management. In collaboration with library and community services administration, create, implement and maintain a strategic plan for fund development for the LCSD that allows for the enhancement of programming, services and facilities enhancing what local government funding provides and sustaining high service levels into the future. Represent the LCSD at City Council and community organizational meetings. Form community partnerships that increase the visibility of the LCSD in the community. Prepare written and oral reports and presentations pertaining to marketing and fundraising activities. May participate in the selection of staff, may provide or coordinate training and/or supervision and evaluation of marketing and fund development professional, technical and clerical personnel. Promote and maintain safety in the workplace. Perform related duties as assigned.

PHYSICAL AND MENTAL CHARACTERISTICS

Physical, mental and emotional stamina to perform the duties and responsibilities of the position; manual dexterity sufficient to write, use new technologies and related equipment; vision sufficient to read printed materials, visual display terminals; hearing sufficient to conduct in person and voice conversations; speaking ability in an understandable voice with sufficient volume to be heard in a normal conversational distance and in addressing groups; physical agility to push/pull, squat, twist, turn, bend, stoop and reach overhead; physical mobility sufficient to move about the work environment, ability to climb and descend stairs; physical strength to lift up to 25 pounds; physical stamina sufficient to sit for prolonged periods of time; mental acuity to collect and interpret data, evaluate, reason, define problems, establish facts, draw valid conclusions, and make valid judgments and decisions.
CITY OF SALINAS
MARKETING AND DEVELOPMENT COORDINATOR (continued)

WORKING CONDITIONS

Business office working environment subject to sitting at a desk or standing at a counter for long periods of
time, bending, crouching, or kneeling at files, pushing/pulling of file drawers and supplies, reaching in all
directions and prolonged periods of time working at a computer or other technology equipment. Travel for
off-site trainings, meetings, and/or to visit various facilities within the City. Work irregular hours including
evenings and weekends.

QUALIFICATIONS

Knowledge of:

Grant development methods and funding proposals. Marketing techniques and principles. Public library
programs of service. Principles of public administration. Accounting/bookkeeping practices and procedures
and the interrelationships of accounts within an accounting system. Marketing research and analysis. Team
leadership and facilitation techniques. Principles and practices of supervision and training. Research
techniques, sources and availability of information; and methods of report preparation and presentation.

Ability to:

Establish and maintain effective working relationships with department staff, library and recreation patrons,
and other City employees. Communicate clearly and concisely, both orally and in writing. Make public
presentations and reports. lead and work within teams to solve problems and develop workplace solutions.
Work independently, meet deadlines, and take initiative to solve problems and make workplace
improvements. Utilize computer software such as word processors, spreadsheets and database
management. Operate a variety of office equipment including, but not limited to personal computer,
calculator, telephone, transcription machine, and copier. Plan, organize, monitor, and evaluate team
members’ work assignments to accomplish team objectives. Work independently in the absence of specific
instruction or supervision. Train, supervise and evaluate subordinates and volunteers. Exercise discretion
and independent judgment and cope with a rapid work pace.

License or Certificate:

Possession of a valid California (Class C) Driver’s License.

Education and Experience:

An example of the education and experience which most likely demonstrates the skills, knowledge, and
abilities required to perform the duties would be any combination equivalent to a Bachelor’s degree in liberal
arts, social sciences, marketing or education, plus three years of increasingly responsible experience
working in a grant-writing, fundraising or marketing field for a nonprofit or governmental agency. Possession
of a Master’s Degree in Library Science, Marketing, or Nonprofit Management and professional experience
in a public library or non-profit organization is highly desirable.

Reviewed ______________________________ Approved ____________________________
Department Director Human Resources Officer

Approval Date 11/8/2016

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