

**Title:** Marketing Manager  
**PG:** 49  
**Status:** Non-Civil Service  
**Position Reports to:** The Lakeland Center Director  
**Department:** The Lakeland Center

**Class Code:** 2071  
**Date:** 09/08

**GENERAL DESCRIPTION OF CLASS:**

This is responsible, professional work in the areas of event publicity, promotion, advertising and marketing at The Lakeland Center. Work involves interaction with institutional advertisers, negotiating service trade agreements and developing advertising. Work is carried out under the supervision of The Lakeland Center Director and is reviewed periodically by conferences, reports and results achieved.

**ESSENTIAL FUNCTIONS:**

1. Supervises all aspects of the facility's advertising activities, negotiates contract rates with media and approves billings.
2. Compiles and releases press materials and conducts all press functions, maintains media resource list and issues press credentials.
3. Schedules and supervises all promotional activities, to include printing requirements and programming the marquee.
4. Formulates programs to market facility advertisements as well as scoreboard message programs.
5. Assists promoters in marketing efforts and generates financial backing for events.
6. Maintains a program of market research and disseminates this information to potential customers.
7. Responds to all non-ticket related facility complaints and works as intermediary between facilities, patrons and promoters.

**ADDITIONAL RESPONSIBILITIES:**

1. May function as a duty manager.
2. Performs related work as required.

**KNOWLEDGE, SKILLS & ABILITIES:**

1. Considerable knowledge of marketing techniques including public relations and event promotion.
2. Knowledge of advertising design including the elements needed to build and create advertising.
3. Knowledge of public facility operation including areas outside of marketing.
4. General knowledge of local media to include radio, television and print.
5. General knowledge of computers and computer graphics software.
6. Ability to communicate effectively, both verbally and in writing.
7. Ability to establish and maintain effective working relationships with co-workers, other city employees and the general public.

**WORKING ENVIRONMENT/CONDITIONS:**

Requires sedentary work that involves walking or standing some of the time, exerting up to 20 pounds of force on a recurring basis, and routine keyboard operations.  
The job risks exposure to no significant environmental hazards.  
The job requires normal visual acuity, and field of vision, hearing, speaking, color perception, sense of smell, depth perception, and texture perception.

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**QUALIFICATIONS (EDUCATION, TRAINING AND EXPERIENCE):**

1. Graduation from an accredited four (4) year college or university with major course work in marketing or business administration.
2. Five (5) years of experience in marketing or advertising.
3. An equivalent combination of education and experience that is determined to be directly related to the foregoing specific requirements may be substituted.
4. Completion of City University Level two (2) or completion within twelve (12) months.

**SPECIAL REQUIREMENTS:**

1. Must possess a valid state of Florida driver's license.
2. Must maintain a valid home telephone number.
3. May be required to work overtime, or alternate hours, as necessary for the efficient operation of the department. Position may be designated as Mission Critical by Department Director.