FUNCTION AND GENERAL SCOPE
Positions assigned to this class are responsible for planning, coordinating, leading and/or
supervising others in marketing and promoting unit activities and programs. Positions are
responsible for performing marketing/promotional work which is considered senior level;
assigning, instructing and checking the work of others; developing and implementing marketing
and promotion plans; coordinating, designing and overseeing advertising layouts; ensuring
advertising placement in appropriate newspapers, magazines, radio and television media;
preparing brochures, press releases and related promotional materials; and assisting in facilitating
and overseeing local print, video and radio advertising.

CLASSIFICATION REQUIREMENTS (MINIMUM QUALIFICATIONS)
Positions require a Bachelor's degree in marketing, public relations, communications or related
field and three (3) years of professional level experience in marketing, promotional or related
work. Any combination of relevant education and experience may be substituted for the
educational requirement on a year-for-year basis.