



Communications & Marketing Associate

Purpose of the role:

Under direction, performs a full range of varied professional communications and marketing functions within the Cultural Affairs Department (CAD); develops marketing strategies, advertising, digital and social media campaigns, collateral materials, sponsorships, group sales, media relations, and community outreach programs, with an emphasis on the development of audiences and performances for the Thousand Oaks Civic Arts Plaza's (TOCAP) Performing Arts Center and TOCAP Foundation; recommends action and assists in policy, procedure, work methods, and budget development for implementation of communication and marketing activities; coordinates assigned activities with other divisions, outside agencies, vendors, and public; and performs related duties as assigned.

Distinguishing Characteristics:

The Communications & Marketing Associate is a journey-level classification responsible for: lead supervision and performing specialized duties in developing marketing strategies and communication plans for the dissemination of information, publicity, and communication programs; promotion and marketing of the TOCAP's schedule of performances and facility use as a rental venue for outside promoters and arts organizations; promoting participant attendance and additional revenue by developing and implementing strategic communications and marketing practices, including communications to targeted audiences; building enthusiasm for the arts and articulating the value of the arts to a broad range of people. Incumbents are assigned and expected to independently complete difficult work on assignments impacting the Cultural Affairs Department, including responsibility for the management and administration of programs. Assignments are varied and carried out with considerable judgment and independence.

The following duties are typical for this classification. Incumbents may not perform all of the listed duties and/or may be required to perform additional or different duties from those set forth below to address business needs and changing business practices.

Essential Duties and Responsibilities:

- Plans, organizes, controls, integrates, and evaluates communication and marketing programs and activities within the CAD; develops, implements, and monitors long-term plans, goals, and objectives focused on achieving CAD's mission and priorities; manages and directs the development, implementation, and evaluation of plans, policies, systems, and procedures to achieve annual goals and work standards.
- Provides complex staff assistance to senior management staff; participates on and provides staff support to a variety of commissions, committees and boards; prepares and presents staff

reports and other correspondence as appropriate and necessary.

- Plans, coordinates, implements, promotes, and oversees communication, marketing and audience development programs, projects, and initiatives designed to create a brand image and increase earned income revenues through rentals, ticket sales, sponsorships, media relations, advertising, social media, and special events; oversees and participates in the development and implementation of program goals, objectives, policies, procedures, and priorities; oversees and participates in the development and implementation of strategies and work plans for the achievement of these goals.
- Researches, cultivates and secures media and corporate sponsorships and develops cross-promotion opportunities in support of TOCAP Foundation presented performances and City sponsored cultural events.
- In collaboration with staff and other entities, oversees the ongoing development and maintenance of the patron database and ensures accurate recordkeeping of patron records for direct mail, email, and fundraising solicitation campaigns.
- Oversees and participates in the design, production, and distribution of a variety of promotional, marketing, outreach, and informational materials, communications, and presentations in support of CAD programs, services, resources, performances, and activities; as assigned, creates press releases, manages key relationships with external media and serves as primary press contact for CAD.
- Manages the ongoing development and maintenance of the Cultural Affairs Department's pages on the City website and the TOCAP's Performing Arts Center website, and oversees all virtual and social media communication and marketing programs to ensure an effective online presence to develop new audiences.
- Represent the CAD at City, TOCAP, and community events. Prepares and delivers oral and written presentations regarding related programs and activities at City Council, commission, committee, board and task force meetings, public functions, and professional conferences.
- Performs a range of duties involved in researching, negotiating, and monitoring assigned contracts and agreements with outside graphic designers, printers, media; direct mail houses; suppliers, service providers, and others; ensures work is performed in compliance with contracts and agreements.
- Coordinates communication and marketing services and activities with those of other City programs, functions, department and staff, boards, committees, and task forces as well as external agencies, groups, and the general public to ensure effective cooperation consistent with optimal efficiency, effectiveness, and economy; coordinate data, resources, and work products as necessary and upon request in support of a productive and positive working environment; provides information and assistance as appropriate.

- Ensures that assigned program activities and services comply with relevant federal, state, and local laws, policies, and regulations.
- Provides assistance in the development of CAD and TOCAP Foundation marketing budgets; monitors and approves expenditures; obtains approval for budgetary adjustments as necessary; collects and analyzes financial data; creates data tracking and reporting systems; monitors monthly status of budgets.
- Attends and participates in professional association meetings; stays abreast of evolving technologies, trends and changes in patron behaviors in the fields of marketing and visual and performing arts.
- May direct work of support staff on a project or day-to-day basis.
- Works cooperatively and collaboratively with City staff.
- Performs work in a safe manner in accordance with established policy.
- Performs related duties as required.

The following generally describes the knowledge and ability required to enter the job and/or be learned within a short period of time in order to successfully perform the assigned duties.

Knowledge of:

- Principles, practices, methods and techniques of conducting communications, marketing, advertising, sales, media relations and public outreach for the visual and performing arts.
- Recent developments, research methods, current literature, and sources of information related to marketing, communications and the visual and performing arts.
- Various forms of mass media including print, cable television, radio, direct mail, the Internet, and digital and social media.
- Organization and operation of municipal government.
- Municipal government functions specifically related to communications and marketing projects and assignments.
- Practices and techniques of project and program management.
- Principles and applications of critical thinking and analysis.
- Techniques and formulae for administrative, financial and comparative analyses.
- Organizational and management practices as applied to the analysis and evaluation of programs, policies, and operational needs.
- Principles and practices of contract negotiation, preparation and monitoring.
- Methods and techniques of effective technical, administrative, and financial record keeping, report preparation, and presentation.
- Principles and practices of budget preparation and administration principles and practices.
- Principles of lead supervision and training, which may be applied to the supervision of hourly employees and volunteers.
- Modern office procedures, methods, and equipment including computers and various software packages, including business

***Desired
Minimum
Qualifications:***

computer applications related to analysis techniques and desktop publishing applications related to preparation of printed and graphic materials.

- Structure and content of the English language including spelling, punctuation, grammar and rules of composition.
- Principles, methods and techniques used in customer service, public relations, and public information.
- Pertinent federal, state, and local laws, codes, and regulations.

Ability to:

- Plan, organize, direct, coordinate, and evaluate assigned programs, projects, and events.
- Oversee and participate in the development and administration of program goals, objectives and procedures.
- Research, negotiate, manage, and monitor contracts and agreements.
- Perform a range of professional analytical, programmatic and administrative duties involving the use of independent judgment and personal initiative.
- Collect, evaluate and interpret varied information and data.
- Analyze complex problems, identify alternative solutions, and project consequences of proposed actions and implement recommendations in support of goals.
- Prepare clear, accurate, concise and comprehensive correspondence, reports, studies and other written material, including close-of-show advertising settlements, in statistical and narrative format.
- Present proposals and recommendations clearly and logically in public meetings.
- Understand the organization and operation of the City, assigned program, and of outside agencies as necessary to assume assigned responsibilities.
- Understand, interpret, and apply administrative and departmental policies and procedures as well as pertinent federal, state, and local laws, codes, and regulations.
- Identify and respond to community and organizational issues, concerns, and needs.
- Organize and prioritize timelines and project schedules in an effective and timely manner.
- Plan, schedule, and review the work and performance of volunteers and subordinates in a manner conducive to proficient performance and high morale.
- Participate in the preparation and administration of budgets.
- Operate and use modern office equipment including a computer and various software packages.
- Coordinate multiple projects and meet critical deadlines.
- Work under steady pressure with frequent interruptions and a high degree of public contact by phone or in person.
- Exercise good judgment and maintain confidentiality in maintaining critical and sensitive information, records, and reports.
- Communicate clearly and concisely, both orally and in writing.
- Project a positive and professional attitude; and, establish and maintain effective working relationships with those contacted in the course of work.
- Work varying hours, including evenings, weekends, and some holidays.

- Respond and perform assigned duties in the event of a City-declared emergency.

Competencies:

- Effective Communicator
- Strategic Thinker
- Results Oriented
- Customer Focused
- Problem Solver and Decision Maker
- Planner and Organizer
- Technically Knowledgeable

Any combination of education and experience that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Education/Training:

A Bachelor's Degree from an accredited college or university with major course work in journalism, public relations, marketing, communications, arts management or a related field.

Education and Experience Guidelines:

Experience:

At least four years of progressively responsible professional level experience in communications, marketing, or public relations, or other relevant experience. Experience in a visual and performing arts setting is highly preferred.

Licenses; Certificates; Special Requirements:

A valid Class C California driver's license is required.

The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.

Physical and Environmental Conditions:

Physical: Sufficient physical ability to work in an office setting; sit, stand, walk, reach, twist, turn, kneel, bend, squat, and/or stoop for prolonged periods of time; perform duties requiring grasping, repetitive hand movement, and fine coordination; lift, drag, and push/pull files, paper, and documents weighing up to 25 pounds; and operate office equipment.

Vision: See in the normal visual range with or without correction; vision sufficient to read computer screens and printed documents and to operate office equipment. **Hearing:** Hear in the normal audio range with or without correction.

Environment: Standard office setting; interact with officials and the public.

*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 final qualifications of incumbents within the position.*

Pursuant to California Government Code Section 3100, all public employees are required to serve as disaster service workers subject to such disaster service activities as may be assigned to them by their supervisor or by law.

Date Adopted: 7/9/13

Date Revised: