

REGISTRATION, RESERVATIONS AND MARKETING COORDINATOR I (RANGE 341)

Job Summary:

Under supervision, oversees registration, reservations, marketing and social media related to Community Services programs, classes, events and facility bookings.

Essential Duties and Responsibilities:

(These functions are representative and may not be present in all positions in the class. Management reserves the right to add, modify, change or rescind duties and work assignments.)

1. Overall administration and support of registration, reservation and marketing and social media efforts of the department.
2. Leads overall training effort of staff in registration and reservation/marketing activities.
3. Oversees and inputs of data to the online registration system; monitors status of all registration and reservation activities that include availability, wait list and withdrawal.
4. Overall administration and coordination to monitor and analyze social media content including but not limited to Twitter, Facebook, Instagram and email for department.
5. Administers registration, marketing, public relations and related functions and activities through creation, design, and production of published and electronic materials and use of social media to support continued development of the department's brand.
6. Assists and recommends the design and selection of artwork and layout for a wide variety of items, including but not limited to flyers, newsletters, brochures, pamphlets, branding campaigns, t-shirts, posters, signs, billboards, banners, web pages, digital design and other marketing materials.
7. Responds to requests from instructors for assistance with changes in class schedules, movement of students, generation of class rosters, and preparation of other related materials.
8. Coordinates with IT department, monitors and updates the department's webpage for acceptable performance and user accessibility; optimizes web architecture for navigability; manages online data collection, data entry, and site analytics.
9. Plans, organizes, assigns, directs and reviews the work of assigned staff and volunteers; performs and assists in the recruitment, selection and evaluation of staff; ensures the most effective use of staff and materials resources.
10. Coordinates and oversees the creation of new content and campaigns to highlight departmental events; updates content including news and alerts, special events, and promotions.
11. Coordinates, creates and monitors editorial calendars and syndication schedules; creates department's weekly email blasts.
12. **Coordinates, creates and prepares camera-ready artwork, from an approved design, using Creative Suites software (i.e. Photoshop, Illustrator, InDesign, etc.).**
13. Coordinates and creates the generating graphic artwork for Quarterly Community Services Guide and Monthly Community Services Highlights Report by designing multiple formats for each document; works with park supervisors and program managers to create and proof layout of announcements and programs.
14. Coordinate photography and videography of various departmental programs, activities and events. Designs photograph and slide presentations.

15. Organizes and maintains video, photography and slide library and records of departmental programs, activities and events.
16. Performs related duties as required.

Qualification Guidelines:

A typical way to obtain the requisite qualifications to perform the duties of this class is as follows:

Education and/or Experience:

Bachelor's degree from an accredited four-year college or university in graphic design, communications or related field and two (2) years increasingly responsible experience in public relations, computerized graphic illustration, or multi-media production/broadcasting, including knowledge of web site development applications and protocols. Direct hands on administrative experience in registration and reservation for activities including computerized registration and reservation software required.

Knowledge of:

- Direct hands on knowledge and skills in computer applications related to the work including computerized/online registration, reservation and marketing.
- Layouts, graphic fundamentals, typography and limitation of the web.
- Art direction and reproduction.
- Registration/Reservation software packages and programs relevant to the scope of work, including but not limited to, ActiveNet, Adobe Acrobat, Adobe Illustrator/Photoshop, (i.e., current industry software) and printing equipment.
- Current industry trends for graphic design, marketing, social media, and public relations.

Skill and/or Ability to:

- Direct hands on administration and coordination of registration/reservation software
- Analyze graphic needs and formulate effective visual presentations of data and information.
- **Plan, design and layout artwork.**
- Devise creative solutions to problems of graphic presentation.
- **Manipulate images, graphics, text and video to create finished print, TV and web-ready product.**
- Ability to exercise judgment, decisiveness and creativity in situations involving a variety of pre-defined duties subject to frequent change.
- Understand and carry out oral and written directions.
- Establish and maintain effective working relationships with others.
- **Perform photo composition, retouch and modification.**

License:

Possession of a valid California Class C driver license. Employee in this classification will be enrolled in the Department of Motor Vehicles (DMV) Government Employer Pull Notice Program, which confirms possession of a valid driver's license and reflects driving record.

Physical Requirements and Working Conditions:

Employee accommodations for physical and mental disabilities will be considered on a case-by-case basis. Positions in this class normally:

- Require vision (which may be corrected) to read small print.

- Require mobility of arms to reach and dexterity of hands to grasp and manipulate small objects.
- Perform work which is primarily sedentary.
- Require working at a computer terminal for prolonged periods. Is subject to inside and outside environmental conditions.
- Will be required to work evenings, weekends and holidays.

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