



## CLASS SPECIFICATION

**DEVELOPMENT AND MARKETING DIRECTOR, 1806****05-19-00**

**Summary of Duties:** The Development and Marketing Director is responsible for planning, organizing and directing a comprehensive development and marketing program, including publicity and promotion of department facilities and activities, community outreach and fund-raising efforts to subsidize leisure programming by expanding the use of outside resources such as partnerships, corporate sponsorships, donor cultivation, and grant acquisition; plans, organizes and directs the work of subordinates engaged in support of these activities; applies sound supervisory principles and techniques in building and maintaining an effective workforce; fulfills affirmative action responsibilities; and does related work

**Distinguishing Features:** A Development and Marketing Director plans, directs, and coordinates the outreach, fund-raising, and marketing efforts for the department's parks, recreation centers, child care and aquatics facilities, museums and other specialized programs, activities and facilities.

An employee of this class reports to the General Manager of the Department of Recreation and Parks and has significant responsibility for formulating and administering department policy, and exercises considerable independent judgment. Assignments are given in terms of broad objectives and result-oriented.

A Development and Marketing Director is responsible for the performance of the full range of supervisory activities including the application of discipline, processing and resolution of grievances and evaluation of performance.

**Example of Duties:** The Development and Marketing Director:

- Identifies, solicits and develops outside funding sources such as grants, partnerships, corporate sponsorship, and donor cultivation;
- Establishes a 501(c)3 support organization ;
- Develops and implements a marketing plan to increase the department's programming visibility and community participation;
- Creates a museum and special facility network to enhance their development and marketing efforts;
- Develops methods and policies for improving the management of film activity on public park land;
- Prepares fundraising proposals for presentation to donors, foundations, and corporations;
- Provides oversight of the department's volunteer program;
- Develops and prepares promotional materials for release to the communications media;
- Cultivates and maintains an effective working relationship with media representatives;
- Develops and implements a grants computerized tracking system that ensures proper recording and compliance with reporting requirements;
- Develops the division's rules, regulations, policies, and annual personnel staffing;
- Communicates equal employment/affirmative action information to employees;
- Applies job-related criteria in selecting, orienting, assigning, training, counseling, evaluating, and disciplining subordinates;
- Assists employees in preparing for promotion as described in the City's Affirmative Action Program.

**Qualifications:** The Development and Marketing Director must have the following knowledges and abilities:

**Knowledges of:**

- Non-traditional marketing, promotion and public relations principles and practices;
- Media placement, graphic design, printing and development of marketing tools;
- Grant writing and acquisition;
- Budget principles and practices;
- Supervisory principles and practices including planning, delegating, and controlling the work of subordinates;
- The techniques of training, instructing and evaluating subordinate's work performance;
- Supervisory responsibility for equal employment opportunity and affirmative action as set forth in the City's Affirmative Action Program;
- Effective safety principles and practices;
- Memoranda of Understanding as they apply to subordinate personnel;
- City personnel rules, policies and procedures.

**The ability to:**

- Plan and execute media and special events;
- Prepare effective news releases and other written material;
- Speak effectively before large groups;
- Develop computer tracking programs;
- Apply sound supervisory principles and techniques;
- Fulfill supervisory affirmative action responsibilities as indicated in the City's Affirmative Action Plan;
- Establish and maintain a work environment to enhance both employee morale and productivity.

Persons with disabilities may be able to perform the essential duties of this class with reasonable accommodation. Reasonable accommodation will be evaluated on an individual basis and depend, in part, on the specific requirements for the job, the limitations related to the disability, and the ability of the hiring department to accommodate the limitation.

**Minimum Requirements:**

Graduation from a recognized four-year college or university, and five years of full-time paid professional and progressively responsible experience in charge of an agency's development and marketing for leisure programming, including publicity, promotion and fund-raising; or two years at the level of Public Information Director with the City of Los Angeles which provides the specified experience.

This class has been designated as a management level class in accordance with Civil Service Rule 5.26.

A valid California driver's license may be required.

**As provided in Civil Service Commission Rule 2.5 and Section 4.55 of the Administrative Code, this specification is descriptive, explanatory and not restrictive. It is not intended to declare what all of the duties and responsibilities of any position shall be.**