



CITY OF HOUSTON

JOB DESCRIPTION

Job Code: 876.7

Job Title: **MARKETING SPECIALIST**

Pay Grade: 25

GENERAL SUMMARY:

Responsible for establishing and maintaining departmental relationships and public service interface with internal and external agencies in accordance with department policies and sound business practices. Supports outreach efforts and promotional programs related to department programs.

RESPONSIBILITIES:

- Develops and selects media intelligence to develop strategies for promoting the department and programs to the public and news media via radio, television, print, online and billboards.
- Creates marketing materials for websites and other marketing platforms. Maintains and updates information provided on websites, directories, maps, and interactive kiosks.
- Identifies and develops media contacts and leads to facilitate the brand awareness, promotion and marketing of the department.
- Researches, analyzes, monitors and stays current with the national and local media landscape to provide outlets for the department's programs.
- Monitors new social media technology that will affect the present and future needs of the department as it delivers the department's message.
- Develops messaging, coordinates, and administers the department's long-range strategic planning activities for media outreach with direction from department management.
- Researches, plans, and implements media strategies and advertising campaigns that promote the goals and positive profession image of the department by acting as a major link between the media and the general public.
- Uses personal relationships and private contacts to develop positive media attention along with financial projects.
- Performs other duties and special projects as requested.

WHEN ASSIGNED TO HOUSTON AIRPORT SYSTEM (HAS):

- Develops air service market intelligence to assist and service development team including new air service and pertinent information regarding the Houston Airport Systems' (HAS) future market growth opportunities.
- Promotes and services existing accounts and supports outreach efforts of air service development team to new customers. Coordinates cargo sales effort for the HAS.
- Researches, analyzes and monitors the financial, technological and demographic factors which may affect the present and future needs of the air transportation industry. Supports implementation of promotional activities of the HAS. Promotes the goals and positive profession image of the HAS by acting as an additional liaison with the aerospace and airline industry.
- Conducts, organizes, and analyzes marketing research to establish customer trends and habits. Undertakes competitor research and analyses.
- Prepares marketing studies to support ongoing air service and business development outreach efforts.-

SPECIFICATIONS:

KNOWLEDGE:

Requires a thorough understanding of both theoretical and practical aspects of an analytical, technical or professional discipline; or the basic knowledge of more than one professional discipline. Knowledge of the discipline would normally be obtained through a formal 4-year degree from a college or university or an equivalent in-depth specialized training program that is directly related to the type of work being performed.

EXPERIENCE:

Four years of marketing related experience are required.

COMPLEXITY:

Work is substantially complex and varied, and requires the interpretation of technical and detailed guidelines, policies and procedures in combination. Analytic ability is needed to gather and interpret data where answers can be found only after careful analysis of several facts.

IMPACT OF ACTIONS:

Errors in work could lead to significant expense and inconvenience. Work is typically performed under limited supervision with alternating periods of relative autonomy and general review. The supervisor generally plays a substantial role in setting objectives and organizing work.

SUPERVISION EXERCISED:

Direct Supervision:

No direct report employees.

Indirect Supervision:

No indirect reports.

CONTACTS:

Internal Contacts:

Level of internal contact is primarily with the clerical and technical staffs. Interaction requires substantial sensitivity and cooperation; e.g., basic project interaction.

External Contacts:

Level of external contact is primarily with citizens, visitors and/or mid-level representatives of government agencies, guests, vendors and professional contacts with allied organizations. Interaction involves considerable explanation and persuasion leading to decision, agreement or rejection on complex issues that requires diplomacy; e.g., important contacts involving difficult matters of agreements, negotiations and controversies.

PHYSICAL EFFORT:

The position is physically comfortable; the individual has discretion about walking, standing, etc.

WORK ENVIRONMENT:

There are no major sources of discomfort, i.e., essentially normal office environment with acceptable lighting, temperature and air conditions.

PHYSICAL SKILL:

Requires the ability to make simple gross motor responses within large tolerances.

MISCELLANEOUS:

All duties and responsibilities may not be included in the above job description.

JOB FAMILY:

Marketing Specialist

Senior Marketing Specialist