



Position Description

CATV MARKETING ASSOCIATE

DEFINITION

Under general administrative direction, position is responsible for planning, organizing, managing and directing the marketing and promotional activities and operations of the municipal cable system. This will include oversight of staff in the performance of assigned duties as well as performing contract administration; compliance and negotiation activities and administrative duties related to the efficient operation of marketing and promotion activities. Position also performs other related duties as assigned.

DISTINGUISHING CHARACTERISTICS

This is a professional level position responsible for facilitation of the overall management of the marketing and promotional activity of the CATV system accomplished by setting sales and marketing goals, achieving system objectives and monitoring expenses with results achieved. This position may supervise subordinate employees and/or contract employees. This is a Fair Labor Standards Act (FLSA) exempt position.

SUPERVISION RECEIVED

Works under the general supervision of the Director of CATV.

SUPERVISION EXERCISED

Position will directly supervise and manage employees, part-time employees, and or contract employees.

EXAMPLES OF DUTIES (Illustrative only)

Responsible for planning, directing, and coordinating the operations of system's marketing and promotional activities; including extensive local community outreach.

Responsible as the primary contact person for all programming vendor contracts; Negotiates programming contracts with direction from Director.

Develops an annual marketing plan and budget to achieve subscriber, pay-per-view, new and future services, and cash flow objectives.

Manage marketing, telemarketing and direct sales programs and staff and/or contract employees or consultants to ensure program objectives are achieved.

Coordinate marketing materials for newsletter, notifications, direct mail, bill inserts, door tags, bill messages and print media ads.

Responsible for development of marketing materials, including but not limited to proofreading and writing copy.

Establish and maintain effective working relationships with vendors and media representatives.

Develop, maintain and update marketing information on system web site, interior lobby display(s), local channel advertising, Preview channel, and on-hold message so it is fresh and attractive.

Serve as main contact person for Multiple Dwelling Unit (MDU) accounts and commercial accounts; responsible for negotiating contracts for various CATV and related services, manage and maintain all MDU records as appropriate, and recommends policies and procedures for MDU/commercial accounts.

Maintain targeted PC-based databases for marketing purposes. Enter data and maintain information so it is current; generate reports as appropriate with data.

Provide documentation, statistics, marketing information and other relevant information to CATV Director.

Negotiate co-op support and partnership with programmers and other media.

Design, implement, and coordinate targeted market campaigns. Coordinate launch promotions for new services.

ESSENTIAL JOB FUNCTIONS

Ability to coordinate various marketing and promotional activities related to increasing market and revenue share for CATV and related services in accordance with related regulations and City policies; negotiate programming and CATV related services contracts with various vendors; communicate effectively both orally and in writing, occasionally lift and move bulky equipment over weighing over 50 pounds; hand and finger dexterity for operation of personal computer, telephone and related equipment; ability to read text, visual capability to analyze color quality; ability to drive a motor vehicle; ability to utilize PC and other technology as appropriate in marketing activities.

MINIMUM QUALIFICATIONS

Knowledge of:

Principles and techniques of marketing with previous CATV experience highly desirable; telemarketing techniques; bulk mailing operations; various CATV Channel programming and related services; customer service techniques; basic negotiating techniques; public relations techniques, customer service orientation and delivery,

Ability to:

Effectively communicate through written and verbal medium; develop annual marketing program; analyze potential problems and adopt effective courses of action; research and develop new and exciting marketing and promotion ideas and concepts; establish and maintain cooperative working relationships; make effective public presentations; initiate sales contact activity; and operate tools and equipment listed.

Education/Experience:

Any combination of education and/or experience that has provided the knowledge, skills and abilities necessary for successful job performance is acceptable. A typical way to obtain the knowledge and abilities would be:

Education:

A Bachelor's degree in a related field such as marketing, communication, or other related field is desirable.

Experience:

Two (2) years in a responsible sales and/or marketing environment, preferably with a CATV system. Supervisory experience is desirable.

TOOLS/EQUIPMENT USED

Vehicle, telephone, fax, personal computer, high-speed line printers, mainframe computer, laptop devices and other emerging technology.

LICENSE REQUIRED

Possession of and/or ability to obtain and maintain a valid Class C California driver's license.

PHYSICAL CONDITIONS

Incumbent is often required to drive self from various locations for sales and marketing calls within City; needs appropriate mobility to enter and exit into various places of business in conduct of sales visits in field. Occasionally required to lift and/or move bulky items in excess of 50 pounds. Appropriate hand eye coordination and manual dexterity to operate equipment is required.

WORK ENVIRONMENT

Incumbent is required to work in mostly and office setting with frequent visits to prospective sales contacts in the field. A flexible work schedule is required due to the number of evening meetings and weekends which may required for special events and marketing activities.

Effective Date: October 27, 1997

Resolution Number: 1997-47

Revision History: