

City of Shakopee
POSITION DESCRIPTION

TITLE: Coordinator, Volunteers, Sponsorships and Advertisement Sales
DEPARTMENT: Parks and Recreation
CLASSIFICATION: Coordinator
REPORTS TO: Parks and Recreation Director
STATUS: Full-Time, Non-Exempt
PAY GRADE: 160
LAST REVIEWED: 05/16/19

SUMMARY

Responsible for establishing an advertising sales strategy which expands sales opportunities and increases revenues while effectively managing client relationships. Develops and implements a cohesive approach to sponsorships which ensures the support of critical resources while maintaining positive collaborative relationships with stakeholders. Finally, the person will take the lead for the city in coordinating and synchronizing the recruitment, utilization, and retention of community volunteers.

Exceptional organizational skills and attention to detail are critical to success in this role. If you have a bachelor's degree in marketing, communications or a related field, along with at least five years of relevant work experience, we welcome your application for this position!

Work is performed under intermittent supervision. The supervisor provides the incumbent with assignments in terms of broad practice, precedents, policies and goals. Work may be reviewed for fulfillment of program objectives and conformance with departmental policy, practice and/or objective.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Advertising Sales and Sponsorship Management

- Manage the development and execution of contracted advertising sales in city-spaces, to include any coordination with graphic designers, writers, and photographers to achieve customer goals.
- Ensure compliance of contract terms to include the timely delivery of advertising invoices and successful collection of revenues.
- Perform market research analysis to identify clients interested in opportunities to advertise in city-owned spaces. Evaluate customer data, market conditions, and competitor data to incorporate findings into the city's advertising sales strategy. Utilize market research and other business and operational data to evaluate the effectiveness of current and completed advertising contracts. Complete performance analysis while tracking advertising results.
- Maintain on-going communication with internal and external stakeholders to identify cross-marketing opportunities and facilitate their implementation.

Volunteer Coordination

- Collaborate with stakeholders to establish a volunteer program that includes continuous recruitment, training, and retention of volunteers.
- Collaborate with stakeholders to set goals and objectives for the volunteer program while supervising and monitoring progress.
- Carry out screening, recruitment, assessment, and disciplinary action or counselling on volunteers to ensure they attain the maximum standards their roles require, including emotional maturity, flexibility, personal integrity, sensitivity, and capacity to achieve assigned responsibilities.
- Conduct and supervise orientation and training sessions for volunteers.
- Work with stakeholders to revise, delete, and add volunteers to rosters.
- Document and track relevant volunteer program records, including statistical information.
- Plan annual volunteer recognition program
- Identify and record volunteer hours to create volunteer cost-savings report.
- Ensure recruitment and retention of volunteers needed to achieve organizational goals.

KNOWLEDGE, SKILLS AND ABILITIES REQUIRED

- Customer and market dynamics and requirements.
- Advertising, graphic design and branding principles and tactics.
- Budgeting and tracking of expenditures and performance.
- Printing processes and production schedule development.
- Print, broadcast and digital media practices.
- Methods, principles and practices of preparing and presenting public information materials.
- Personal computer and applicable software.
- Telephone techniques and etiquette.
- Communicating orally and in writing.
- Effectively using interpersonal skills in a tactful, patient, and courtesy manner
- Effectively organizing and expressing ideas through use of oral and written communications.
- Correct English usage, grammar, spelling, punctuation, and vocabulary.
- Maintaining records and preparing reports.
- Preparing and delivering oral presentations to diverse groups.
- Applying principles and practices of administration, supervision, and training including, but not limited to, hiring, training, directing, evaluating, and disciplining assigned staff.
- Develop annual budgets, track invoices, and resolve any inconsistencies with staff/vendors.
- Project management skills with demonstrated ability to multi-task and set priorities with tight timelines and high expectations from managers and staff throughout the organization.
- Have a sense of humor and a creativity and passion for the organization's mission.
- Work with city staff, vendors, and the general public.
- Use a computer for basic graphic layout, database management and report generation.
- Operate a variety of office equipment.
- Perform duties in support of the advertising, sponsorship, and volunteer coordinator functions.
- Conduct research and compile data.
- Juggle multiple projects with competing deadlines and complete work with many interruptions.
- Interpret rules and regulations.
- Exert optimal effort in successfully completing tasks.
- Take initiative with minimal supervision.
- Extract and record data and carry out calculations accurately.
- Set up and operate equipment that can require selection from options or different settings.
- Manage time efficiently and effectively through scheduling and prioritizing.
- Work within and contribute to the effectiveness of a team, respecting differences.
- Report for work regularly and on time.

SUPERVISION

- May supervise assigned program staff or volunteers.

INTERNAL/EXTERNAL CONTACTS

- Daily interaction with the public.
- Daily interaction with community center and recreation staff.
- Occasional interaction with other city staff.

QUALIFICATIONS

Minimum Qualifications

Bachelor's degree in marketing, communications, journalism or related field and three years of experience in marketing, advertising, business, charitable giving, or volunteer management or a combination of education and experience totaling seven years or more.

Desirable Qualifications

Master's degree in related field and work experience in a government setting.

WORKING CONDITIONS

The normal work environment is a modern, climate-controlled office building, with moderate levels of noise generated by conversations, phones and other office equipment.

PHYSICAL DEMANDS

While performing the duties of this job, the employee is regularly required to sit, stand and move about the office; use hands to finger, handle or feel objects, tools or controls; and reach with hands and arms. The employees is required to speak, hear and see in order to share information, receive instructions, and complete tasks using a computer screen. The employee must occasionally lift and/or move up to 25 pounds.

EQUIPMENT REQUIRED TO PERFORM JOB

- Desktop Computer
- Desktop Phone
- Copy/Scanner/Fax Machine

The City of Shakopee is an Equal Opportunity Employer.