

Job Class Code: 0833	FLSA Status: Exempt
Pay Basis: Annual	EEO Category: 2

GENERAL DESCRIPTION OF JOB CLASSIFICATION

The purpose of the job classification is to promote Chesapeake, VA as the preferred destination for conventions, meetings, events, group tours and athletic tournaments. The job classification is responsible for increasing overnight stays and day visitation to the city through its marketing efforts. The class works within broad policy and organizational guidelines; independently plans and implements projects; and reports progress of major activities through periodic conferences and meetings.

TYPICAL TASKS

- Recruits for conventions/meetings, sporting events, tour groups, special events/festivals, reunions and business/leisure travel.
- Markets the City of Chesapeake as a travel destination.
- Develops and manages an effective marketing plan to meet established market goals.
- Demonstrates the ability to develop an accurate budget around the marketing plan.
- Develops and maintains effective working relationships with accommodation, attraction and service partners for the purpose of maximizing sales opportunities.
- Generates leads for booking meetings, conventions, events, groups tours and visitor stays in the City of Chesapeake.
- Accurately manages prospect data in a database using standard operating procedures including account maintenance, trace input, recording meeting profiles and history, and producing and distributing sales leads.
- Responsible for preparing creative, high quality bid proposals and presentations to secure group business to Chesapeake.
- Responsible for key marketing initiatives including regular travel to the region, industry trade marketplaces, marketing missions and client events.
- Performs other related duties as assigned.

GENERAL STANDARDS

Data Involvement	Coordinates or determines time, place or sequence of operations or activities based on analysis of data or information and may implement and report on operations and activities.
Interpersonal/People Involvement	Persuades or influences others in favor of a service, point of view, or course of action; and may enforce laws, rules, regulations, or ordinances.
Reasoning Requirements	Performs coordinating work involving guidelines and rules but solves problems constantly.
Mathematical Requirements	Performs addition and subtraction, multiplication and division, and/or calculates ratios, rates and percents.
Language Requirements	Reads journals, manuals, and professional publications; speaks formally and informally to groups of coworkers, the general public, and people in other organizations; and composes original reports, and other written materials using proper language, punctuation, grammar, and style.
Mental Requirements	Performs professional level work requiring the application of principles and practices of a wide range of administrative or managerial methods in the solution of administrative problems; applies general understanding of operating policies and procedures to solve complex administrative problems; and requires continuous, close attention for accurate results or frequent exposure to unusual pressure.
Decisions/Supervisory Control	Guides others, making frequent decisions, affecting the individual, coworkers, and others who depend on the service or product.

KNOWLEDGE, SKILLS, AND ABILITIES

Knowledge	Knowledge of marketing techniques and appropriate public relations.
Skills	Excellent interpersonal, written/verbal communication, organization, planning, and budget management skills.
Abilities	Ability to manage multiple priorities and establish and maintain strong working relationships with meeting planners, industry partners and the general public. Ability to work outside the normal 8:00am – 5:00pm workday hours and on weekends as needed.

EDUCATION, EXPERIENCE AND SPECIAL REQUIREMENTS

Vocational/Educational Requirement	Requires any combination of education and experience equivalent to a bachelor's degree in marketing, public relations, or a closely related field.
Experience	In addition to satisfying the vocational/education standards, this class requires a minimum of one year of full-time equivalent experience.
Special Certifications and Licenses	Requires a valid driver's license and a driving record that is in compliance with City Driving Standards.
Special Requirements	Employees may be expected to work hours in excess of their normally scheduled hours in response to short-term department needs and/or City-wide emergencies. Emergency operations support work and work locations may be outside of normal job duties.

AMERICANS WITH DISABILITIES ACT (ADA) REQUIREMENTS

The City of Chesapeake is an Equal Opportunity Employer. ADA requires the City to provide reasonable accommodations to qualified individuals with disabilities. Prospective and current employees are invited to discuss accommodations.
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This is a class specification and not an individual position description. A class specification defines the general character and scope of duties and responsibilities of all positions in a job classification, but is not intended to describe and does not necessarily list the essential job functions for a given position in a classification.