

## **EFD MARKETING ASSISTANT**

**2255**

**Date:** June 2007

**Department/Division:** Events Facilities Dept (EFD)

**FLSA:** Non-Exempt

**Reports to:** EFD Marketing Division Manager

### **PURPOSE OF POSITION**

Under the general direction of the EFD Marketing Division Manager, assists with soliciting convention and tourism activities for the purpose of marketing and promoting the EFD facilities; to solicit convention and tourism activities, market and promote the Convention Center, tourism events, and Sioux City hospitality industry for the Siouxland Region with special emphasis on attracting local people and business.

### **ESSENTIAL DUTIES OF POSITION (with or without accommodation)**

*The following duties are normal for this position. These are not to be construed as exclusive or all inclusive. Other duties may be assigned.*

- Develops and promotes new events.
- Researches and identifies local prospects for use of the facilities.
- Negotiates prices, packages, and rental fees in the process of establishing event contracts.
- Informs event coordinators and catering with all pertinent event information.
- Works with meeting planners to determine needed services and policy changes.
- Assists in preparing marketing plans and implementation as directed.
- Establishes goals and objectives, and measures the success of those goals being met.
- Seeks and identifies local prospects for use of the Center, and negotiates the total package for events including rent, food and beverage, etc.
- Identifies and maintains records of available convention facilities in the area.
- Oversees and directs the maintenance of a complete sales file and marketing system.
- Conducts familiarization tours of facilities.
- Completes and returns all requests for convention bids.
- Directs work of clerical staff needed to support sales functions.
- Regularly lifts up to 10 pounds and occasionally lifts up to 30 pounds.
- Expected to temporarily perform duties outside of normal classification in the event of a declared emergency. In the event that an employee is excused from work other than being sick, they will be required to report to work in a state of declared emergency.

### **MINIMUM TRAINING AND EXPERIENCE REQUIRED TO PERFORM ESSENTIAL FUNCTIONS**

Bachelor's degree preferred. Five to seven years experience in the hospitality industry, such as convention bureau, lodging industry or public assembly industry, including some experience in the public relations field, communications, marketing, or related field. Any equivalent combination of experience and training that provides the required knowledge, skill and abilities.

### **MINIMUM ABILITIES REQUIRED TO PERFORM ESSENTIAL JOB**

#### **Abilities**

Ability to speak clearly so others can understand you, ability to see details at close range (within a few feet of the observer), ability to see details at a distance, ability to identify and understand the speech of another person, ability to listen to and understand information and ideas presented through spoken words and sentences.

**Job Knowledge**

Marketing and sales ability, knowledge of meeting planning techniques, ability to communicate in written and verbal manner, knowledge and ability to organize, ability to meet and work agreeably with EFD staff members and potential local meeting planners and the tourism industry in general.

**Language Skills and Interpersonal Communication**

Requires effective communication skills and the ability to provide assistance to customers (external and internal). Requires the ability to write and speak effectively with fellow employees, City Council, and the general public; read in English; apply common sense understanding to the work process, procedures, programs and services; and to provide and follow verbal and written instructions. Requires the ability to work as a member of a team in order to accomplish tasks; the ability to establish and maintain effective working relationships with other employees and the general public.

**Work Environment**

Ninety percent of work is normally performed in a normal inside office environment with appropriate heating and cooling and is not subject to significant occupational or environmental hazards other than those normally associated with general public contact, dust or odors. Travel in all types of weather extremes to attend training and/or organizes meetings conferences, and workshops; must be mobile and able to visit complainants and businesses within the metro area.

**Special Requirements**

Possession of a valid Iowa driver's license or the ability to provide reliable transportation.

*I have carefully read and understand the contents of this job description and have been given the opportunity to ask my supervisor any questions I have regarding my duties and responsibilities as described therein.*

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Employee Signature	Date	Department Approval	Date
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The City of Sioux City is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the City will provide reasonable accommodations to qualified individuals with disabilities and encourages employees and prospective employees to discuss needed accommodations with the appropriate City representatives.

Approved Resolution: Res# 000456  
Dated: June 4, 2007