



Salt Lake County Job Description

Associate Division Director - Marketing

DEPARTMENT: Community Services

DIVISION: Clark Planetarium/3510

JOB CODE: 053 **GRADE:** 017

FLSA STATUS: Exempt

SALARY PLAN: GEN

EFFECTIVE DATE: 10/10/2013

SAFETY SENSITIVE: No

JOB SUMMARY

In conjunction with the Division Director, guides the overall direction, growth, budget, and culture of the division. Manages division programs, personnel, and initiatives. Leads the strategic planning process of programs to meet goals and objectives.

MINIMUM QUALIFICATIONS

Bachelor's degree from an accredited college or university in Communication, Public Relations, Marketing, Public Administration, or other closely related field, plus six (6) years of progressively more responsible experience in staff and project management, news media, public affairs, marketing, and donor solicitation and relations, of which two (2) years must have been supervisory or administrative; OR an equivalent combination of related education and experience. Education may not be substituted for the required supervisory experience.

ESSENTIAL FUNCTIONS

The following duties and responsibilities are intended to be representative of the work performed by the incumbent(s) in this position and are not all-inclusive. The omission of specific duties and responsibilities will not preclude it from the position.

Applicants must be prepared to demonstrate the ability to perform the essential functions of the job with or without a reasonable accommodation.

- Assists in the overall leadership of the division by providing input in the areas of planning, staffing, program development, budgeting and total division operation.
- Assists with and implements strategic initiatives and goals for the division.
- Keeps the Division Director apprised of the organizational climate, identifies problems, either actual or anticipated and provides consultative assistance.
- Oversees, directs, and provides continuous oversight for the development and operation of assigned programs.
- Evaluates the allocation of division staffing resources and makes recommendations for effective and efficient service delivery.
- Assists with monitoring and managing the division's budget.
- Manages, directs, and coordinates activities through managers and supervisors, which includes hiring, firing, promoting, orienting, training, assigning and reviewing work performance, annual work performance appraisal and discipline.

- Assists with the development of, makes recommendations and implements policies and procedures necessary to the effective management and operation of the Division.
- Ensures compliance with policies, procedures, laws and regulations.
- Establishes and maintains effective working relationships with internal and external stakeholders.
- Represents the Planetarium at community coalitions, committees, meetings and events. Builds and maintains key relationships within the community.
- Responsible for managing the Planetarium's Advisory Board Fundraising Committee, as well as working closely with the Board Chair and Division Director to manage Board growth and development.
- Creates and supervises the implementation of a comprehensive fundraising strategy, including identifying, cultivating, soliciting, stewarding, and tracking gifts from individuals, corporations, and foundations. Refines strategies to grow a sustained base of annual individual donors and a major gifts program.
- Leads the planning and execution of high-level special events, as well as growing the membership and VIP donor cultivation/stewardship events.
- Develops strategic marketing/communications plans and manages all advertising/media purchases, directs the editorial and creative content, including graphic design of collateral, and measures advertising reach.
- Manages the purchase of paid advertising and manages the services of ad agencies.
- Serves as the first point of contact for media inquiries. Provides direct responses, coordinates media interviews with staff, and oversees the preparation and distribution of press releases, and special reports as needed.
- Serves as the liaison with the Mayor's Communication Director to ensure county-wide message alignment.
- Develops and oversees a broad advertising plan that includes paid advertising, social media, website, and other digital forms of communication to achieve the broadest possible public outreach to increase public awareness of Planetarium activities and products.

KNOWLEDGE, SKILLS AND ABILITIES (KSA)

Knowledge of:

- Program management
- Staff development
- Organizational development
- Budget preparation and management
- Strategic planning
- Project development
- Mentoring and coaching
- Fundraising and marketing philosophies, best practices, techniques and development

Skills and Abilities to:

- Work with computer software related to job specific duties
- Manage the financial aspects of the division

- Resolve conflict effectively
- Communicate effectively both verbally and in writing
- Analyze and solve problems
- Supervise effectively
- Establish and maintain appropriate working/supervision relationships
- Act independently and in a team environment
- Develop, interpret, and administer policies and procedures
- Creatively and effectively explore and employ social media; develop relationships with news media and community groups
- Research and evaluate data
- Make sound decisions through the evaluation and use of diverse sources of information
- Speak in a public setting including television appearances
- Be persuasive in advocating or implementing changes in policy and procedures

WORKING CONDITIONS AND PHYSICAL REQUIREMENTS

Work duties are typically performed in a general office setting. May be required to work early mornings, nights, and weekends as needed to accommodate media requests or special events.

IMPORTANT INFORMATION REGARDING THIS POSITION

Revised Date/Consultant's Initials: 11/14/2017 CCR