CUSTOMER SERVICE/MARKETING MANAGER

DEFINITION AND PURPOSE: Under the general direction of the District Administrator, the Customer Service/Marketing Manager will be responsible to plan, organize, direct, and supervise the functions and operations of the District Customer Service Office, to include facility rentals, program reservations, marketing and related work as required. The Manager meets with the staff to establish clear program direction, evaluate performance and provide/receive feedback. The Manager is also responsible for implementing and monitoring District policies and procedures.

ESSENTIAL JOB FUNCTIONS:

Responsibilities and duties include, but are not limited to the following:

- Supervises full and part-time, seasonal and volunteer staff including recruiting, interviewing, selecting, training, assigning, planning and reviewing work, maintaining standards, coordinating activities, acting on employee problems, and recommending salary increase, discipline and termination
- Design and implement a marketing plan for District programs and facilities, to include, but not limited to, print, radio, television and web-site marketing
- Review and approve department time on the time clock system; ensure that all entries are correct
- Manage facility and program records
- Prepare variety of daily and monthly reports, to include, but not limited to, revenue, rosters, schedules and usage reports
- Oversee facility rentals, resolve unusual and difficult problems and provide input on facility and programming policy and procedures
- Develop, maintain and administer department budget
- Ensure completion of paperwork by all Customer Service department new hires
- Respond to inquiries and complaints on various District functions, services, and facilities
- Conduct daily accounting and prepare deposits, submit and maintain all necessary documents; process all necessary refunds and credits
- Answers telephone and responds to questions from the public
- Register customers for District programs and facilities rental as needed
- Represent District at community functions and act as liaison between local service groups and District
- Develop and maintain effective working relationships with the general public, community organizations, co-workers, business community, government agencies, and others
- Secure ads and develop partnerships to offset the cost of marketing
- Coordinate and direct actions related to the content of the District web-site

NON-ESSENTIAL JOB FUNCTIONS:

- Attend, participate, and provide information at meetings as required
- Ensure informative voice mail outgoing messages are current
- Assist with class, event and meeting set-up
- Prepare and deliver departmental updates to Board of Directors at monthly meetings
- Other duties as assigned

KNOWLEDGE, SKILLS AND ABILITIES

Innovation and creativity; strong organizational skills; ability to multi-task; budget management as pertaining to customer service office and marketing operations; work independently; maintain records and prepare reports; communicate effectively both orally and in writing; public speaking skills; demonstrated

experience with desktop publishing and other computer applications including word processing, spreadsheets and graphic based programs, preferably on PC based systems; have knowledge of the following: theories, principles and practices common to customer services and marketing; analyze and resolve unusual situations through application of District policy; knowledge of federal and state laws, rules and regulations regarding employment and human resources practices; meet the public in situations requiring diplomacy and tact; establish and maintain cooperative working relationships with District employees, contractors, user groups, volunteers and the general public; ability to work with the District Board of Directors.

EDUCATION REQUIREMENTS AND QUALIFYING EXPERIENCES

Graduation from an accredited four-year university with a degree in Recreation Administration, Public Administration, Business Administration, Marketing or related field; Three years full-time experience in administrative, customer service and/or marketing experience with a minimum of two years as a supervisor; or an equivalent combination of education and experience.

LICENSES AND CERTIFICATES

Must possess and maintain a valid California C driver's license and a satisfactory driving record based upon specific program needs.

First Aid and CPR Certifications are strongly recommended.

Position requires fingerprint and background check per Section 5164 of the Public Resource Code. Conviction of certain criminal offenses may prohibit employment.

WORK ENVIRONMENT

Position requires sitting, standing, walking, reaching, twisting, turning, kneeling, bending, stooping, squatting and making repetitive hand movements in the performance of daily duties. The position also requires both near and far vision when reading documents, visiting facilities and operating a computer. The need to climb stairs and lift, carry and push tools, equipment and supplies weighing up to 25 pounds is sometimes required. The position requires working in both an indoor, temperature-controlled office environment and in outdoor environments in all weather conditions including wet, hot and cold and be exposed to heavy dust and pollen. The noise level of the indoor setting is usually quiet. The noise level of the outdoor setting can be loud, especially when working around maintenance equipment, children and equipment used at special events such as generators and amplified instruments.

Position requires both day and evening hours, including weekend shifts and holiday shifts. Split shifts may be required.

COMPENSATION: Salaried exempt non-union position.

Wage rate range

$35.21 - $48.46

Auburn Area Recreation and Park District is an Equal Opportunity Employer.