



ADMINISTRATIVE AND MARKETING SPECIALIST

BASIC FUNCTION

Under the supervision of the Business Services and Marketing Manager, performs routine to complex secretarial, administrative, and marketing design work in support of Job Training Center programs, special projects, and daily operations. Performs related work as required.

REPRESENTATIVE DUTIES

- Answers multi-line telephone; answers inquiries, routes calls to appropriate personnel, or takes messages as needed; greets and screens visitors; delivers messages and runs errands.*
- Prepares bulk mailings and maintains mailing list databases; processes and delivers incoming and outgoing mail and faxes; and maintains postage meters, scales, and bulk mail permits.*
- Assists in the organization and implementation of programs, projects, and special events as assigned; coordinates meeting and event logistics, facilities, food service, and travel; manages event registration and collects fees; records meeting minutes; and arranges conference calls. *
- Coordinates travel arrangements, registration, and lodging for staff attendance at meetings, conferences and training sessions.*
- Creates posters, fliers, brochures promotional materials, direct mail pieces, invitations, certificates, window displays, e-blasts, press releases, news articles, etc. as requested to market and promote programs, projects, and special events; updates websites.*
- Operates office machines, such as photocopiers, scanners, fax machines, voice mail systems, and PCs; troubleshoots problems involving office equipment such as copiers.*
- Recommends and implements new procedures, approaches and technologies to increase effectiveness, organization and efficiency regarding office administration and marketing.*
- Performs routine administrative and clerical work as required, and efficiently and accurately inputs data into the computer.
- Performs other duties as may be assigned.

EDUCATION AND EXPERIENCE

Two years of college and/or experience closely related to the duties and responsibilities of the class.

SPECIAL REQUIREMENTS

Must possess a valid state driver's license, have proof of insurance, and pass a pre-employment drug screen.

KNOWLEDGE AND ABILITIES

Knowledge of modern office practices and technology; computer operations, hardware, and software; modern office management techniques. Ability to evaluate and implement changes in office management procedures to provide more effective data collection and retrieval techniques; work tactfully and courteously with all individuals; express ideas effectively in oral and written form; plan and organize time and duties; interpret and apply state, federal and local regulations and practices; prepare clear and concise correspondence and reports; maintain confidential files; make required mathematical calculations quickly and accurately; operate office equipment, including a computer;

follow detailed oral and written directions; make routine, independent decisions; exercise good judgment in analyzing and solving problems; establish and maintain cooperative relationships with those contacted in the course of work; learn and utilize new skills and information to improve job performance and efficiency; provide effective, excellent customer service.

WORK DIRECTION, LEAD, AND SUPERVISORY RESPONSIBILITIES

Not applicable - no assigned permanent staff to supervise.

CONTACTS

Supervisor, co-workers, Board of Directors, other government and community agency personnel, the business community, vendors, clients, the general public.

PHYSICAL EFFORT

Tasks involve some physical effort, including some standing, walking and light lifting; work requires minimal dexterity in the use of fingers, limbs or body in the operation of office equipment. Tasks may involve extended periods of time at a keyboard. Tasks require sound and visual perception as well as oral communications ability.

WORKING CONDITIONS

Tasks are regularly performed without exposure to adverse environmental conditions.