



**CITY OF BUENA PARK**  
invites applications for the position of:

## **Marketing Assistant - Part-time, Non-benefited**

**SALARY:** \$17.66 - \$22.28 Hourly

**OPENING DATE:** 05/29/18

**CLOSING DATE:** Continuous

### **JOB BULLETIN:**

Applications will be accepted on a **CONTINUOUS BASIS** with a first review date of **Wednesday, June 20, 2018. Apply early. This position may close at any time without notice.**

The Communications and Marketing Division is responsible for developing and delivering a comprehensive communications program for the City of Buena Park. This Division works to inform the public about City issues, programs and events and to increase their awareness, interest, understanding and involvement with the services they offer.

The City of Buena Park is seeking a highly motivated, energetic and experienced Marketing Assistant to assist our Communications and Marketing Division with the marketing, and promotion of City events. The ideal candidate must have strong written and communication skills, experienced in assisting and coordinating special events, and knows the social media trends and platforms. If you meet the qualifications described below – **APPLY TODAY!**

**This part-time position works approximately 15-20 hours per week and requires the availability to work nights, holidays, and weekend work assignments.**

### **THE POSITION**

Under general supervision, performs entry level public relations work in support of the City's public information and community outreach strategies; assists with the advertising, marketing, and promotion of City events and recreation programs; and does related work as required

### **DISTINGUISHING CHARACTERISTICS**

The Marketing Assistant is an entry-level classification that assists in the City Manager's Office with responsibility for marketing, promoting, and communicating City services. The Marketing Assistant is distinguished from the Marketing Specialist in that it has lesser responsibility for the development and implementation of marketing and communications programs, budgeting, and policymaking decisions. Work in this classification requires a lower level of discretion and less independent judgment in creating promotional and information material than the Marketing Specialist.

## ESSENTIAL FUNCTIONS

*The duties listed below are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related, or a logical assignment to the class.*

1. Writes articles, feature stories, and news releases covering the City's activities and drafts statements and special reports.
2. Writes, designs, and lays out a variety of material to advertise and promote City events and recreational activities, such as publications, newsletters, pamphlets, booklets, bulletins, reports, posters, exhibits, displays, banners, electronic reader boards, flyers, awards, certificates; proofreads and edits for correct grammar, punctuation, spelling and tone.
3. Markets, advertises, and promotes classes and all other recreation programs by assisting with the production of the quarterly Buena Park Today City News and Activity Guide.
4. Develops and manages content of the City's website and social media sites; assists departments with developing and analyzing marketing plans and strategies and makes recommendations that fit the department's needs and are within the City's guidelines and standards.
5. Coordinates, and monitors the work of professional advertising and print services; ensures that contract work is done on schedule and in accordance with the terms of the agreement.
6. Coordinates co-sponsored classes and special events as needed; may perform public speaking at various programs and events.

## QUALIFICATIONS GUIDELINES

### Knowledge of:

Public relations methods and techniques; effective outreach, advertising, and marketing strategies; principles and practices of maintaining content on websites and social media; principles and techniques used in establishing and maintaining strong community relations; fundamentals in writing, composition, layout and production for mass media communications; methods and techniques of planned sports and recreational activities suitable for children, youth and adults; budget monitoring; basic mathematics; correct use of English usage, spelling, grammar, and punctuation; editing and proofreading techniques; and effective customer service techniques.

### Ability to:

Plan, organize, market, various City events; prioritize, coordinate, and complete projects within tight schedules and competing deadlines and priorities; work independently as well as within a team environment; maintain accurate records and prepare reports; communicate effectively both orally and in written form utilizing a journalistic and technical writing style; translate ideas and write reports, news releases, and related data in a creative, clear, and concise manner for broad public appeal as well as specialized audiences; generate new and imaginative ideas; relate effectively to a diverse population; prepare and deliver effective oral presentations; maintain confidentiality of sensitive and privilege information; establish and maintain effective working relationships with supervisors, co-workers, volunteers, participants, and the public; exercise good judgment,

flexibility, creativity and sensitivity in response to changing situations and needs; operate a computer and graphic design programs including Adobe Illustrator, InDesign, Photoshop, MS Office, Twitter, Facebook, and other programs and forms of social media.

## **PHYSICAL AND MENTAL DEMANDS**

*The physical and mental demands described here are representative of those that must be met by employees to successfully perform the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

### **Physical Demands**

While performing the duties of this class, the employee is constantly required to sit, and occasionally stand and walk within work areas and meeting sites. The employee must be able to talk and hear. The employee must be able to use hands to finger, handle, feel or operate computer hardware and standard office equipment; and reach with hands and arms above and below shoulders. The employee occasionally lifts and carries records and documents weighing less than 20 pounds.

Specific vision abilities required by this class include close vision and the ability to adjust focus.

### **Mental Demands**

While performing the duties of this class, the employee is regularly required to use oral and written communication skills; read and interpret data; thoroughly analyze and solve problems; exercise sound judgment in the absence of specific guidelines; use basic math and mathematical reasoning; establish priorities and work on multiple assignments and projects concurrently; meet intense and changing deadlines given interruptions; and interact appropriately with staff, management, city officials, media, contractors, public and private representatives, and others in the course of work.

## **WORK ENVIRONMENT**

The employee works in office conditions where the noise level is usually moderate, at or below 85 decibels. Occasionally the employee may work in outdoor settings where they may be exposed to loud noises during city events and works under variable weather conditions at different sites. The employee occasionally attends Chamber of Commerce meetings, conventions, city events, and other functions on behalf of the city, including evening and weekend hours. Occasional driving to various city sites is required to research and write articles, introduce officials, meet with sponsors, coordinate city events, and act as public relations representative.

## **EDUCATION/TRAINING/EXPERIENCE:**

Associate's Degree or 60 semester units or the equivalent of college level coursework in Marketing, Communications, Journalism, or a related field **AND** one year of experience in public relations, which includes marketing, writing, and editing, **is required**. Additional relevant work experience may substitute for the educational requirement.

## **LICENSES/CERTIFICATES/SPECIAL REQUIREMENTS:**

Valid Class C California driver license, acceptable driving record, and evidence of insurability **are required**.

Ability to travel and attend city functions, meetings, events, and conferences.

### **APPLICANT INFORMATION/EXAM WEIGHT:**

#### **WRITTEN EXAM TENTATIVELY SCHEDULED FOR THE WEEK OF JULY 9, 2018**

#### **ORAL INTERVIEWS TENTATIVELY SCHEDULED FOR THE WEEK OF JULY 23, 2018**

Applicants must file a concise and complete City application regarding their qualifications for the position online through the Human Resources Department webpage at [www.buenapark.com/hr](http://www.buenapark.com/hr) as soon as possible. Applications may be accompanied by a resume describing experience, education and training in relation to the requirements of the position, however resumes will not be accepted in lieu of a City employment application.

All applications will be reviewed and only those candidates determined to be **most qualified** on the basis of experience and education, as submitted, will be invited to participate in the selection process. The selection process may include, but is not limited to oral interview and/or written exams and oral presentations. Successful candidates will be placed on the employment eligible list from which hires may be made. The list is valid for up to one year, unless exhausted sooner.

The City of Buena Park is an Equal Opportunity employer and does not discriminate on the basis of race, color, creed, ancestry, national origin, gender, marital status, sexual orientation, religion, age, veteran status or disability.

The City of Buena Park Alcohol and Drug Abuse Policy requires that all applicants undergo drug and alcohol testing prior to employment.

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APPLICATIONS MAY BE FILED ONLINE AT:  
<http://www.buenapark.com/HR>

Position #18-00199  
MARKETING ASSISTANT - PART-TIME, NON-BENEFITED  
RV

6650 Beach Boulevard  
Buena Park, CA 90620  
714-562-3515  
714-562-3512

[jobs@buenapark.com](mailto:jobs@buenapark.com)

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### **Marketing Assistant - Part-time, Non-benefited Supplemental Questionnaire**

- \* 1. I understand that an incomplete application may lead to disqualification from the recruitment process and I have supplied all the applicable information in my application. Leaving items blank or noting "See Resume" are not acceptable.
- Agree  
 Disagree
- \* 2. Do you have valid California class C driver license, acceptable driving record, and evidence of insurance?

Yes No

\* 3. What is your highest education completed?

 No Diploma High School or G.E.D. Some College - 59 units or less Some College - more than 60 units Associate's Degree Bachelor's Degree Master's Degree

\* 4. How many years of public relations experience do you have, which includes marketing, advertising, writing and editing?

 No experience Less than 1 year experience 1 to less than 2 years experience 2 to less than 3 years experience 3 to less than 4 years experience 4 to less than 5 years experience 5 years or more experience

\* 5. Do you have the ability to work extended hours in order to meet the needs of the department, complete assigned work, and attend meetings or events as needed?

 Yes No

\* 6. Please describe your experience promoting, coordinating or assisting with special events. If none, please answer N/A.

\* 7. Do you have experience with any of the following social media? (Click all that apply)

 Facebook Twitter Instagram Next Door YouTube None

\* 8. Please describe your experience using graphic design programs, including Adobe Illustrator, InDesign, Photoshop, MS Office, and other programs. If none, please answer N/A.

\* 9. Please list the days/hours you are available to work.

 Monday Morning Monday Afternoon Monday Evening Tuesday Morning Tuesday Afternoon Tuesday Evening Wednesday Morning Wednesday Afternoon

- Wednesday Evening
- Thursday Morning
- Thursday Afternoon
- Thursday Evening
- Friday Morning
- Friday Afternoon
- Friday Evening
- Saturday Morning
- Saturday Afternoon
- Sunday Morning
- Sunday Afternoon
- Holidays

\* Required Question