AUBURN
Human Resources

Admstr, 4H Marketing&Promot

Job Description

JOB INFORMATION

Job Code	CA17
Job Description Title	Admstr, 4H Marketing&Promot
Pay Grade	MC08
Range Minimum	$48,360
33rd %	$58,040
Range Midpoint	$62,870
67th %	$67,710
Range Maximum	$77,380
Exemption Status	Exempt
Approved Date:	1/1/1900 12:00:00 AM
Legacy Date Last Edited	4/13/2018

JOB FAMILY AND FUNCTION

Job Family:	Marketing, Communications, & Multimedia
Job Function:	Marketing

JOB SUMMARY

Oversees marketing, coordinating, planning, evaluating, and reporting of bookings at the Alabama 4-H Center to include care and coordination of guest services while on property. Serves as an assistant to the 4-H Center Manager and serves as the Manager on duty during the Manager's absence.

RESPONSIBILITIES

- Expand client roster by building relationships with Extension and Non-extension clients to create repeat business and attract new sectors of business.
- Provide first contact information through complete bookings, mailings, tours, follow-up calls, proposals and booking agreements through client planning and site satisfaction.
- Work with clients to analyze needs and match the best solutions and accommodations possible.
- Fulfill public relations plan and communicate the message of the 4-H Center to clients, leads and the community at large.
- Research competitors' rates and services to keep offerings current.
- Responsible for the dissemination and coordination of all booking information among all Center support staff.
- Coordinates/directs guest services for all clients throughout their stay on property.
- Directs all staff actions when acting as the manager on duty.

The responsibilities listed above show the typical duties for jobs in this classification. Actual tasks may differ depending on the department's needs. Other similar duties may be assigned with discretion of the supervisor. Not every duty will apply to every position, and the amount of time spent on each task can change based on department needs.

SUPERVISORY RESPONSIBILITIES

Supervisory Responsibility	May supervise employees but supervision is not the main focus of the job.

MINIMUM QUALIFICATIONS

To be eligible, an individual must meet all minimum requirements which are representative of the knowledge, skills, and abilities typically expected to be successful in the role. For education and experience, minimum requirements are listed on the top row below. If substitutions are available, they will be listed on subsequent rows and may only to be utilized when the candidate does not meet the minimum requirements.

MINIMUM EDUCATION & EXPERIENCE

Education Level	Focus of Education		Years of Experience	Focus of Experience	
Bachelor's Degree	in Communications, Marketing, Business or related field	and	4 years of	experience in marketing, sales, public relations, and/or event planning.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Knowledge of marketing concepts and principles, event planning and management, and hospitality management.

MINIMUM LICENSES & CERTIFICATIONS

Licenses/Certifications	Licenses/Certification Details	Time Frame	Required/ Desired	
None Required.				

PHYSICAL DEMANDS & WORKING CONDITIONS

Physical Demands Category:	Other

PHYSICAL DEMANDS

Physical Demand	Never	Rarely	Occasionally	Frequently	Constantly	Weight
Standing			X			
Walking			X			
Sitting					X	
Lifting	X					
Climbing			X			
Stooping/ Kneeling/ Crouching			X			
Reaching			X			
Talking					X	
Hearing					X	
Repetitive Motions					X	
Eye/Hand/Foot Coordination					X	

WORKING ENVIRONMENT

Working Condition	Never	Rarely	Occasionally	Frequently	Constantly
Extreme cold			X		
Extreme heat			X		
Humidity			X		
Wet			X		
Noise			X		
Hazards			X		
Temperature Change			X		
Atmospheric Conditions			X		
Vibration			X		

Vision Requirements:

Ability to see information in print and/or electronically and distinguish colors.