

## PROMOTIONS COORDINATOR - 204

### **DEFINITION OF WORK**

Under regular supervision of the Coliseum Operations Supervisor, performs responsible professional work in developing and coordinating an in-house advertising and promotion program for the City's Memorial Coliseum; does related work as required.

### **EXAMPLES OF WORK**

Develops and coordinates an effective in-house advertising and promotions campaign using print, radio and television medium, as well as sponsorships, for the purpose of selling and promoting the various shows held at the Coliseum; consults with show promoters to establish advertising budget and promotion ideas; studies, interprets and utilizes market research and Arbitron Ratings; contracts for commercial copy for use on radio and television and designs display ads for placement in local newspapers; prepares and arranges for press conferences, press releases, telephone and live interviews; designs Coliseum magazine ads, brochures and monthly events calendar; implements computerized marketing information systems; prepares special reports and performs special projects as assigned.

### **EMPLOYMENT STANDARDS**

Education and Experience: Any combination of education and experience equivalent to a bachelor's degree in business administration, public relations or a related field and considerable public relations experience.

Knowledge, Skills and Abilities: Considerable knowledge of modern principles, practices and techniques of public information; considerable knowledge of modern principles and practices of public relations media; considerable knowledge of writing, editing and printing techniques required to prepare press releases, brochures and magazines ads; ability to develop promotional copy and perform technical editorial work; ability to perform statistical analyses; ability to communicate effectively both orally and in writing.

