

## **CULTURAL AND EVENTS PRODUCTION ASSISTANT**

### **Definition:**

Under general supervision, plans and performs a variety of museum-related marketing, graphic arts and promotional tasks and performs related work as required.

### **Essential Duties and Responsibilities:**

The responsibilities and essential duties performed on a frequent and recurring basis by an incumbent include the following:

Plans, develops, designs and generates a variety of graphic arts materials to include visual displays, posters, brochures, invitations and press kits.

Creates and implements museum/event advertising and marketing campaigns to include targeted campaigns for specific audiences.

Operates a personal computer and uses applicable software including graphic design and marketing software.

Composes a variety of written materials to include donation request and membership renewal solicitation requests.

Creates and updates mailing lists, generates mailing labels and prepares and processes bulk mailings.

Coordinates direct mailing of promotional materials.

Tracks and records sponsorship/donation responses for events.

Oversees the museum membership program and coordinates special membership events and activities.

Responds to public inquiries by telephone, in person or in writing.

Disseminates press releases and public service announcements.

Establishes and maintains a working relationship with media representatives.

Maintains manual and computerized records to include files of event media announcements and press clippings.

Designs promotional items for museum gift shop to include shirts, beverage containers, stickers, carry bags and like items.

Prepares updates to and monitors the museum's web site page.

Lifts and carries boxes of supplies and other items weighing 30 pounds or less.

Oversees and coordinates the work of staff as assigned.

Drives a vehicle on City business.

**Other Duties and Responsibilities Include:**

Performs other projects/tasks as assigned.

Sets up E bay auctions for museum items as needed.

Assists with the installation of exhibits.

**Class Characteristics:**

Cultural and Events Production Assistant is a single incumbent class in the Parks and Recreation Department with duties related to the production of museum promotional materials, related marketing tasks and maintenance of membership and mailing lists.

**Contacts and Relationships:**

The Cultural and Events Production Assistant establishes and maintains contact with other Parks and Recreation staff. Additional contact will occur with museum members, attendees, media representatives and the public.

**Qualification Guidelines:**

The knowledge and abilities which are required to perform the duties and responsibilities of this class include the following:

**Knowledge of:**

Practices and methods of graphic design, marketing and advertising.

English usage, spelling, grammar and punctuation.

Telephone and customer service techniques.

Computer applications related to area assigned.

Direct mail and bulk mail procedures.

**AND**

**Ability to:**

Design and produce a variety of graphic arts materials.

Read and write at the level required for successful job performance.

Communicate effectively orally and in writing.

Use independent judgment and initiative.

Establish and maintain effective relationships with those contacted in the course of work.

Operate a personal computer and use applicable software.

Meet the public with courtesy and tact.

Understand and carry out oral and written instructions.

Maintain a variety of records.

**A typical way to obtain the knowledge and abilities is as follows:**

**Education:**

Graduation from high school and completion of two years of study towards a degree in Public Relations, Communications, Marketing, Advertising or a related field from an accredited college or university.

**AND**

**Experience:**

One year of responsible public contact experience in an arts related organization to include some experience in creating graphic/promotional materials.

**Special Requirements Include:**

Valid and appropriate California Drivers License and acceptable driving record at time of appointment and throughout employment in this position.

Must be able to work a flexible schedule to accommodate City needs to include evenings weekends, holidays and overtime.

**Non-Required Skills / Abilities / Experience / Certifications / Education Which may be Helpful or Preferred Include:**

Some supervisory or lead experience.

**Physical Tasks and Working Conditions Include the Following:**

Work is performed in an office environment. The incumbent uses a computer, keyboard and related equipment, drives a vehicle on City business, sits, stands, walks and kneels, crouches, twists, climbs steps and inclines, bends, reaches, grasps, pushes, pulls, lifts and carries boxes of promotional material and other items weighing 30 pounds or less. The incumbent must be able to meet the physical requirements of the class and have mobility, balance, coordination, vision/color vision, hearing and dexterity levels appropriate to the duties to be performed.

**Fair Labor Standards Act Designation:** Non-exempt.

Revised July 2006 and Title Changed to Cultural and Events Production Assistant  
Revised May 2003 and Title Changed from Museum Production Assistant  
Established June 1997