



CITY OF BUENA PARK
invites applications for the position of:

Marketing Specialist

SALARY: \$26.42 - \$33.49 Hourly
\$4,579.50 - \$5,804.92 Monthly
\$54,954.00 - \$69,659.00 Annually

OPENING DATE: 01/27/20

CLOSING DATE: 03/01/20 11:59 PM

JOB BULLETIN:

**ARE YOU INTERESTED IN WORKING IN THE TOUR AND TRAVEL INDUSTRY?
YOUR OPPORTUNITY AWAITS YOU IN BUENA PARK!**

Visit Buena Park, the City of Buena Park's tourism bureau is dedicated to offering first class customer service to visitors and groups traveling to Buena Park. We strive to promote the Buena Park/Orange County brand as well as develop and support destination marketing programs and initiatives. **Visit Buena Park's mission is to become a recognized travel destination and increase visitors and overnight hotel stays to economically impact the city.**

Visit Buena Park is seeking an experienced Marketing Specialist to research, execute and monitor all aspects of digital marketing and ensure that results align with the organization's goals. This position ensures the accuracy and updates all digital content including the destination site – VisitBuenaPark.com, third-party sites, events and business listings as well as implements the organization's display advertisements, pay-per-click, social media campaigns, promotions and search engine optimization. The Marketing Specialist will implement a comprehensive search engine marketing strategy to grow organic and paid reach and collects and reports all-digital campaign metrics along with suggested changes to increase engagement, and works in collaboration with the creative agency for digital graphics and video content used in online advertisement.

THE IDEAL CANDIDATE

The ideal candidate must possess strong written and oral communication skills, high level of organizational skills, and be creative, passionate, and innovative. Significant digital advertising and marketing experience is a must.

Relevant experience and skills include:

- Collecting and reporting on metrics and return on investment
- Proven success in executing multi-platform marketing campaigns to drive engagement
- Comfortable with giving presentations at the Buena Park Hotel Marketing Association and City Council meetings
- Proficiency with implementing paid and earned social media platforms
- Competency in writing press releases, media pitches, weekly updates to Council and Board Members, event listings and web content
- Experience in Photoshop, InDesign, Illustrator and video editing software
- Experience in coordinating press trips and collaborating with journalists and influencers

If you are the ideal candidate and have the education, training, and experience described below, **APPLY TODAY!**

GENERAL PURPOSE

Under general supervision, performs varied managerial support functions for the City Manager's Office or Visit Buena Park Division; updates the City's and Visit Buena Park's website and social media content; assists in the coordination of the development and ensures the timely execution of marketing,

advertising, public relations, social media plans, programs and materials; coordinates with industry partners on opportunities for promotions and other items of interest; writes, proofreads, and edits information presented in print and through media and web-based applications; and does related work as required.

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. Researches, executes, and monitors all aspects of digital advertising to ensure that results are aligned with Visit Buena Park's goals and objectives.
2. Responsible for ensuring the accuracy of all aspects of digital content management including, but not limited to, the tourism site, third-party websites, review sites, and business listings.
3. Utilizes web metrics, processes, procedures, and tools to determine user audience; evaluate user requirements, needs, and satisfaction level; reviews data and recommends web changes to ensure traffic to the web site is maintained and improved.
4. Works with the Visit Buena Park Director and creative agencies to develop video content and graphics for digital advertisements, web content, and rich media.
5. May attend local and international trade shows to promote destination travel to the City of Buena Park as assigned; creates Buena Park sales missions exclusively for City of Buena Park tourism partners.
6. Develops and maintains relationships with tour operator companies, and meeting and event planners to encourage them to bring their groups and leisure travelers into Buena Park.
7. Assists the Visit Buena Park Director with the development and continuous growth of its social media outlets including visitor blogs, Instagram, Facebook, Pinterest, YouTube, and other various networks.
8. Plans, coordinates, and participates in the development and implementation of goals, objectives, policies, procedures, and priorities for Visit Buena Park; may assist the Buena Park Hotel Marketing Association (BPHMA) as needed.
9. Assists with training, motivating, and evaluating the work of staff and interns.
10. Assists with operational and administrative duties to ensure the Director has time for outside sales solicitation.
11. Designs and manages promotional marketing strategies to support the local tourism and hospitality business community; monitors, collects data, produces reports, and evaluates the efficiency and effectiveness of all Visit Buena Park programs.

QUALIFICATIONS GUIDELINES

Knowledge of:

Buena Park attractions, hotel accommodations, dining and retail shops; local Orange County attractions; social media outlets; effective customer service techniques; office administration practices and procedures; correct English usage, including spelling, grammar and punctuation; record keeping and filing techniques; effective decision-making, problem solving, time management, and organizational skills.

Ability to:

Demonstrate creativity, initiative, and self-motivation; communicate effectively, both orally and in writing; work independently in the absence of constant, direct supervision; operate standard office equipment; use word processing or spreadsheet application programs; proofread basic documents; organize and maintain office records and specialized files; understand and follow instructions; enter and prepare clear and accurate data for records and reports; establish and maintain effective working relationships with patrons, co-workers, supervisors, management, vendors, general public, and others encountered in the course of work.

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 occasionally required to sit, and frequently to stand and walk. 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 above and below shoulder level with hands and arms. The employee occasionally lifts and carries records, boxes and merchandise weighing up to 50 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, information and documents; thoroughly analyze and solve problems; learn and apply new information or new skills; work under deadlines with constant interruptions; interact with upset visitors; exercise sound judgment in the absence of specific guidelines; use 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 visitors, staff, management, city officials, developers, business groups, contractors, public and private representatives, and others in the course of work.

WORK ENVIRONMENT

The employee frequently works in office conditions where the noise level is usually moderate, at or below 85 decibels. Occasional driving is required to attend meetings with various developers, contractors, professional associations, and business representatives, as well as other governmental representatives at various public and private facilities and event sites. Weekend, evening, and holiday work schedules are required. Travel to trade shows and other venues may be required as necessary.

EDUCATION/TRAINING/EXPERIENCE:

Associates degree or 60 semester units or the equivalent of college level coursework in Marketing, Communications, Journalism, Entertainment and Tourism, or a related field **is required**. A Bachelor's Degree **is highly desirable**. Two years of public relations experience which includes, marketing, advertising, writing and editing, administrative support, customer service, and/or sales experience **is required**. Bilingual ability in Spanish or Mandarin **is highly desirable**.

LICENSES/CERTIFICATES/SPECIAL REQUIREMENTS:

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

Ability to work rotating work shifts, including nights, holidays, and weekends, and to work overtime as needed.

APPLICANT INFORMATION/EXAM WEIGHT:

ORAL INTERVIEWS TENTATIVELY SCHEDULED FOR THE WEEK OF MARCH 16, 2020

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 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

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

Position #20-00301
MARKETING SPECIALIST
RV

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

jobs@buenapark.com

Marketing Specialist Supplemental Questionnaire

- * 1. To better evaluate your qualifications for this position, responses to this supplemental questionnaire are required. The information you provide will be used to determine your eligibility to continue in the selection process. An incomplete and inaccurate application may lead to disqualification; It is your responsibility to fill out the application thoroughly and accurately. Resumes will not be accepted instead of completing these questions. Please provide concise, descriptive, and detailed information when answering the questions. If you do not have experience, please write "NONE". NOTE: 'See resume', 'See above', or copy and paste of your resume are not considered qualifying responses and will not be considered when evaluating your qualifications. I acknowledge receipt of this information and understand the instructions.
- Yes
 No
- * 2. Do you have valid California class C driver license, acceptable driving record, and evidence of insurance?
- Yes
 No
- * 3. Do you understand that proof of your high school diploma/GED and/or higher education degree, must be submitted along with your application?
- Yes
 No
- * 4. 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
- * 5. How many years of marketing experience do you have?
- No experience
 Less than 6 months experience
 6 months to 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
- * 6. Have you obtained any of the following credentials in the past 2 years? (Click all that apply)
- Google AdWords Certification

- Google Analytics Certification
 - Facebook Ad Certification
 - YouTube Certification
 - HubSpot Certification
 - Other
 - None
- * 7. If you answered OTHER to the previous question, please list the certification(s) you obtained. If none, please answer N/A.
- * 8. Do you have experience with any of the following? (Click all that apply)
- Google AdWords
 - Optimonster
 - Google Analytics
 - Facebook Ads
 - Instagram Ads
 - Video Advertising
 - Google Drive
 - MailChimp
 - Microsoft Suites
 - Adobe Photoshop
 - Adobe Premier Pro
 - Adobe After Effects
 - Adobe Illustrator
 - Adobe InDesign
 - HTML Coding
 - None
- * 9. Please describe if your skill level is at Beginner, Intermediate, or Highly Experience for each of the skills you selected in the previous question. If none, please answer N/A.
- * 10. Describe your experience using a Content Management System. Please also include your dates of employment and names of your employers during this experience. If none, please answer N/A.
- * 11. Please describe your work experience with Search Engine Optimization including meta tags, titles, descriptions, keywords and link building. Please also include your dates of employment and names of your employers during this experience. If none, please answer N/A.
- * 12. Failure to submit your proof of high school diploma/GED and/or higher education degree will result in an incomplete application and disqualification from the recruitment process. Have you uploaded your high school diploma/GED and/or higher education degree?
- No
 - Yes
- * Required Question