

MARKETING SPECIALIST

Position Description #54

Basic Function

Performs professional work involving the promotion and education of natural gas within the communities and territory that Lake Apopka Natural Gas District serves. An employee in this class is responsible for planning and conducting a variety of activities to inform the public, governmental agencies, civic organizations, builders and developers about distribution services. The employee is expected to exercise independent judgment in performing natural gas marketing activities. General supervision is under the direction of the Director of Business Development and Marketing, who indicates results desired, and reviews the work through conversations, conferences, reports, observations, and by results obtained.

Primary Duties and Responsibilities

- Increase economic development community awareness of current natural gas services and proposed service improvements and engage individuals and groups in the analysis of their effectiveness and efficiency.
- Communicate with customers and builders, both residential and commercial, to promote natural gas
- Interact with developers as needed to increase utilization of natural gas in new and existing developments, and gather information for preparation of developer agreements
- Attend public meetings, hearings and other activities pertaining to energy services. Promote natural gas usage.
- Perform administrative duties as required to fulfil marketing department responsibilities programs and presentations, including preparing letters, proposals and packages.
- Plan and coordinate permanent and temporary displays to promote information to the public regarding natural gas services and policies.
- Visit construction sites for consideration and review of proposed developments.
- Assist in writing an annual marketing plan and in preparation of annual budget for marketing department.
- Conduct special surveys and studies into consumer attitudes and preferences in energy services.
- Develop instructional and marketing presentations for neighborhood associations, home owner associations, merchant associations, civic groups, builders and developers.
- Analyze and disseminate marketing techniques. Coordinate design graphics and layouts for print projects, newspaper and magazine advertising, brochures, posters, and public information programs.
- Prepare and give effective oral and written reports and statistics.
- Perform related work as required.

Other Important Duties

- Maintains accurate and updated publications inventory.
- Conducts neighborhood surveys and studies.

- Keeps abreast of development events in the general area of marketing, advertising & public relations print and electronic arena.
- Performs related work as required.

Desirable Qualifications

- Sufficient knowledge of media, graphic arts, printing, and publications procedures.
- Sufficient knowledge of the principles and techniques of public relations.
- Sufficient knowledge of journalistic principles and practices.
- Sufficient knowledge of natural gas tariff rules, regulations, policies and procedures.
- Sufficient knowledge of research techniques, sources, and availability of information regarding natural gas distribution activities.
- Ability to establish and maintain effective working relationships as necessitated by the work.
- Ability to deal tactfully, persuasively, and effectively with the public.
- Ability to communicate clearly and concisely, orally and in writing.
- Ability to advocate and promote public gas system usage among builders/developers.
- Skill in the use of computers and the software necessary for successful job performance.

Education and Experience

Possession of a bachelor's degree in journalism, mass communications, public relations, marketing, business or public administration, or a related field and two years of professional work experience that includes utility marketing, general marketing, publications or news media; or an equivalent combination of training and experience.

Other Significant Facts

Work Day: The work day will generally begin at the District office at 8:00am and end at the District office at 5:00pm unless preapproved by the Director of Business Development and Marketing; however, will also require attendance and participation at occasional after hours and weekend functions.

Working conditions: Works inside and outside. May be exposed to extremes in weather. Visits operational and construction sites and encounters normal hazards associated with the natural gas industry.

Physical effort: Requires driving, walking, bending, stooping, climbing and moderate lifting.

Confidentiality: Absolute confidentiality is required in day-to-day work.

Drug/alcohol testing: Employees in this position are required to undergo testing for alcohol and illegal drugs.

This position description should not be construed to imply that these are the exclusive duties of this position. Employees may be required to follow any other instructions and to perform other related duties that may be required by their supervisor.

Employee Signature

Date

02/16