



HUMAN RESOURCES DEPARTMENT

City of Burlington

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To: City Council

From: Julie Hulburd, HR Generalist
Susan Leonard, Director of Human Resources

Date: October 16, 2013

Re: Reclassification of the Church Street Marketplace Marketing Assistant

We respectfully request and recommend approval of the reclassification of the Church Street Marketplace's Marketing Assistant position from a Grade 14 to a Grade 16. The Board of Finance has reviewed and approved this request at their October 15, 2013.

Marketplace Director, Ron Redmond, indicated that as the Church Street Marketplace and its role in our community has grown, so have the responsibilities for creating and maintaining coordinated marketing and public relations efforts. The job description has been completely rewritten to include specific responsibilities related to development of marketing programming, public relations, use of social media and other potentially revenue generating activities. The proposed job description (attached) was assessed using the modified Willis Classification System. The resulting calculation is a recommendation to upgrade the position from grade 14 to grade 16.

If approved, and in accordance with COB Compensation Policy 5.4 c, Promotions/Placement After Reclassification to a Higher Grade, the incumbent will be placed at a grade 16, step 1, with a corresponding FY14 annual salary of \$44,458.22. This represents an increase of \$5,072.47 over the \$39,385.75 currently budgeted for the grade 14, step 2 in the Church Street Marketplace base salaries budget.

As noted in Director Redmond's request, the Church Street Marketplace will fund the additional salary by reducing their Professional and Consultant Services and Contractual Services budget by \$5072.47. The proposed changes will be effective following City Council approval and upon Mayoral signature of the resolution.

**City of Burlington
Job Description**

Position Title: Marketing Assistant

Department: Church Street Marketplace

Reports to: Director, Church Street Marketplace

Pay Grade: 14

Job Code:

Exempt/Non-Exempt: Non-Exempt

Union: NA

General Purpose: Responsible for creating, developing and executing promotion program for the Church Street Marketplace including event management, securing corporate sponsorships, advertisement placement and publicity efforts.

Essential Job Functions:

- Develop written, annual marketing program detailing objectives, strategies, programs and budgets.
- Develop and manage all market research as it relates to Marketplace Customers and competitors.
- Create, develop and sell sponsorship opportunities for local, regional and national companies and organizations.
- Create and develop other revenue raising programs and opportunities.
- Maintain regular contact with all news media and advertising representatives.
- Manage and be accountable for marketing expenses and revenues in the Marketplace budget.
- Independently develop new ideas, long-range strategies.
- Participate in activities of the industry which increase the incumbent's knowledge of new theory or developments in marketing a downtown district.
- Responsible for raising sponsorship dollars equal to annual salary.
- Provide media, community, other City Departments, etc. with information on all Church Street Marketplace events and activities.
- Coordinate and/or follow-up media participation in Church Street Marketplace events and activities.
- Design, layout and production of a variety of printed promotional material for the Church Street Marketplace
- Coordinate graphic design work with contracted graphic designers and printers for the production of a variety of printed promotional material for the Church Street Marketplace.
- Coordinate and compile weekly Marketplace Newsletter to all downtown businesses and stakeholders, news media.
- Manage CSM website, including but not limited to, updating, new development etc.

- Provide marketing consultation to local businesses.
- Regularly uses social media to promote the Marketplace and its Marketing activities.
- Serves as official photographer for all Marketplace events.
- Assists in forming and maintaining partnerships with national corporate promotions which occur on the Marketplace.
- Oversee and coordinate the Marketplace Internship Program.
- Supervise and train student interns.

Qualifications/Basic Job Requirements:

- Bachelors Degree in Marketing or related degree and two years experience in marketing and/or public relations required.
- Ability to work in a Windows computer environment required.
- Ability to work evenings, weekends and holidays as required.
- Ability to multi-task and work in a fast paced, pressurized environment.
- Strong interpersonal skills required.
- Excellent written and oral skills required.
- Excellent organizational skills required.
- Ability to work closely with co-workers in a small office, often under pressure.
- Ability to provide guidance to student interns.
- Ability to creatively solve problems.

Physical & Mental/Reasoning Requirements; Work Environment:

These are the physical and mental/reasoning requirements of the position as it is typically performed. Inability to meet one or more of these physical or mental/reasoning requirements will not automatically disqualify a candidate or employee from the position. Upon request for a reasonable accommodation, the City may be able to adjust or excuse one or more of these requirements, depending on the requirement, the essential function to which it relates, and the proposed accommodation.

<input checked="" type="checkbox"/> seeing	<input checked="" type="checkbox"/> ability to move distances	<input checked="" type="checkbox"/> lifting (specify)
<input checked="" type="checkbox"/> color perception	within and between	15 pounds
(red, green, amber)	warehouses/offices	<input checked="" type="checkbox"/> carrying (specify)
<input checked="" type="checkbox"/> hearing/listening	<input checked="" type="checkbox"/> climbing	15 pounds
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<input checked="" type="checkbox"/> touching	dismount forklift/truck	the road)
<input checked="" type="checkbox"/> dexterity	<input checked="" type="checkbox"/> pushing/pulling	
<input checked="" type="checkbox"/> hand		
<input checked="" type="checkbox"/> finger		
<input type="checkbox"/> reading - basic	<input type="checkbox"/> math skills - basic	<input checked="" type="checkbox"/> analysis/comprehension
<input checked="" type="checkbox"/> reading - complex	<input checked="" type="checkbox"/> math skills - complex	<input checked="" type="checkbox"/> judgment/decision
<input type="checkbox"/> writing - basic	<input checked="" type="checkbox"/> clerical	making

☒ writing - complex

☐ shift work

☒ outside

☐ pressurized equipment

☒ works alone

☒ extreme heat

☒ moving objects

☒ works with others

☒ extreme cold

☒ high places

☒ verbal contact w/others

☒ noise

☒ fumes/odors

☒ face-to-face contact

☒ mechanical equipment

☐ hazardous materials

☒ inside

☐ electrical equipment

☒ dirt/dust

Supervision:

Directly Supervises: _____

Indirectly Supervises: _____

Disclaimer:

The above statements are intended to describe the general nature and level of work being performed by employees to this classification. They are not intended to be construed as an exhaustive list of all responsibilities, duties and/or skills required of all personnel so classified.

Approvals:

Department Head: _____

Date: _____

Human Resources: _____

Date: _____

DRAFT
City of Burlington
Job Description

Position Title: Marketing Assistant
Department: Church Street Marketplace
Reports to: Executive Director, Church Street Marketplace
Pay Grade: 16 **Job Code:**
Exempt/Non-Exempt: Non-Exempt **Union:** NA

General Purpose: Responsible for creating and implementing the strategic marketing strategy for the Church Street Marketplace, including the development and implementation of the organization's overall marketing plan, targeted marketing programs, digital marketing and social media, events and activities that support Church Street and the downtown. Ensure all marketing strategies, corporate sponsorships, advertising, publicity and communications reinforce and strengthen the goals and brands of the Church Street Marketplace and the City of Burlington.

Essential Job Functions:

MARKETING and EVENT MANAGEMENT

- Develop and implement annual marketing program detailing objectives, strategies, programs and budgets. Develop and implement measurements to track outcomes of each program for continuous improvement and innovation.
- Create and broker media sponsorships with television, radio and print that provide free advertising & promotion for the Marketplace and discounted rates for Church Street business owners.
- Oversee other programs and special events produced by non-profit organizations that require extensive staff management and financial resources (*Magic Hat Mardi Gras Parade, Vermont City Marathon, Discover Jazz Festival, Festival of Fools, First Night Burlington*). Work closely with staff to organize, promote and run department-produced events including Stowe Mountain Resort Concert Series, Holidays on the Marketplace, Winter Festival, Winter Lights and Sidewalk Sale.
- Maintain and update all marketing materials as needed. Produce, edit and proofread proposals, presentations, articles, fact sheets, newsletters, web copy, ads and other materials. Ensure

accuracy, clarity and consistency of documents

- Manage department's market research program as it relates to Marketplace merchants and restaurateurs, Marketplace customers and competitors, including on-line and intercept surveys and analysis of secondary research.
- Maintain and update Department's databases including media lists, CSM and downtown businesses, Burlington social service agencies/non-profits, downtown residents.
- Initiate, develop and nurture sponsorship opportunities with local, regional and national companies and organizations to generate operating revenue for the department and support sponsor goals and objectives; identify and generate other revenue raising programs and opportunities.
- Manage the design, layout and production of a variety of printed promotional material for the Church Street Marketplace, including coordination of contracted graphic designers and printers for the production of a variety of printed promotional material for the Church Street Marketplace.
- Supervise and train student interns to execute data collection, surveying and assist with event management.
- Serves as official photographer for all Marketplace events.

MARKETING COMMUNICATIONS

- Responsible for all external marketing communications with local, regional and national media, arts organizations, local and state community organizations, corporations, government officials and the general public.
- Represent Church Street at city and community events and meetings.
- Research, write and publish Marketplace Update, the Church Street Marketplace's weekly newsletter for all downtown businesses and stakeholders, news media.
- Provide marketing consultation to Church Street businesses.

DIGITAL MEDIA MANAGEMENT

- Manage CSM website, including but not limited to, updating, new developments etc.
- Utilize the latest e-marketing techniques and software to establish connections with online community.
- Develop, proof, and produce of advertisements, information and promotional copy using SEO best practices, media keywords and phrases to promotion website and social media presence and engagement in forms including Facebook Twitter, Instagram, Google.

- Define message positioning and brand image through digital marketing.
- Track and report analytical data as it pertains to churchstreetmarketplace.com, and respond and adapt website based on results.
- Create, source and manage content for blogs, social media, and other outlets.

RETAIL MANAGEMENT

- Chair Church Street's Retail Marketing Committee composed of key retail owners and managers. Facilitate, lead, guide, develop and advise, as needed, to create and implement specific retail promotions that generate measureable increases in pedestrian traffic and store sales.
- Create seminars and workshops of interest to downtown merchants, securing presenters and obtaining sponsors for these activities
- Develop business promotions and promotional materials to increase the visibility of and sales at downtown stores
- Provide useful information and support to Downtown merchants

STATE-WIDE, NATIONAL DOWNTOWN MANAGEMENT

- Maintain department's historical leadership role with the State of Vermont's Downtown Program, providing advice and consultation to downtown managers of other "Designated Downtowns."
- Maintain the Marketplace's leadership role and "legacy" status with the International Downtown Association, Washington, D.C., by participating in the planning of events and activities that benefit an international audience of downtown professionals.

Qualifications/Basic Job Requirements:

- Bachelor's Degree in Marketing or related degree and five years' experience in marketing and/or public relations required.
- Ability to work in a Windows and Macintosh computer environment required.
- Demonstrated knowledge of design programs such as Adobe Creative Suite.
- Demonstrated knowledge of business-to-business marketing, digital delivery channels as they related to comprehensive plans, Search Engine Optimization (SEO) and Google analytics to drive web traffic and promote brand.
- Demonstrated knowledge of print processes and working with print vendors.
- Ability to work evenings, weekends and holidays as required.

- Ability to multi-task and work in a fast paced, high pressure environment.
- Strong interpersonal skills required.
- Exceptional written and verbal communication skills and problem solving abilities.
- Effective project management skills.
- Ability to work closely with co-workers in a small office, often under pressure.
- Experience supervising volunteers and/or student interns in a workplace setting.
- Detail-oriented and extremely well-organized with the ability to prioritize and handle multiple requests concurrently.
- Ability to converse in French.

Physical & Mental/Reasoning Requirements; Work Environment:

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Supervision:

Marketing Assistant

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Approvals:

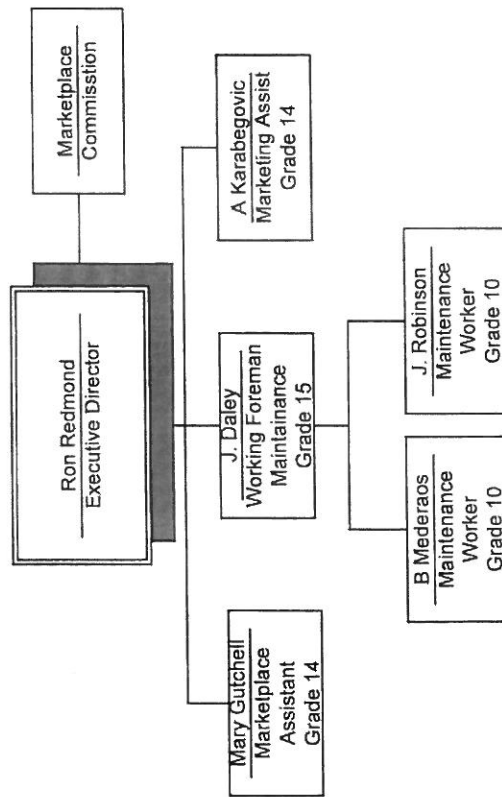
Department Head: _____ Date: _____

Human Resources: _____ Date: _____

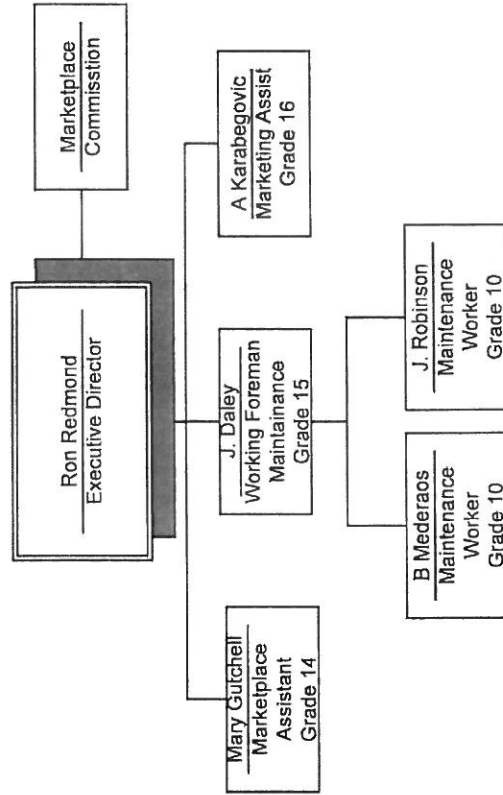
Updated October 2013

DRAFT

Church Street Marketplace Organizational Chart September 2013



Church Street Marketplace Organizational Chart September 2013 Proposed



Classification Scores
September 2013

Marketing Assistant			
Knowledge & Skills	D1N		160
Mental Demands	E2G		30
Accountability	D1S		80
Working Conditions	L1B		7
			277
Total			
Classification	Regular Full-Time Grade 16		

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5 RECLASSIFICATION OF ONE REGULAR FULL-TIME
6 MARKETING ASSISTANT FOR THE CHURCH STREET
7 MARKET PLACE
8
9
10

11 In the year Two Thousand Thirteen.....
12 Resolved by the City Council of the City of Burlington, as follows:
13

14 That WHEREAS, the of Director the Church Street Marketplace has requested the
15 reclassification of a Full-time regular Marketing Assistant, Grade 14, position to a Grade 16; and

16 WHEREAS, the position is responsible creating and implementing the strategic
17 marketing strategy for the Church Street Marketplace; and

18 WHEREAS, the request has been reviewed and approved by the Board of Finance on
19 October 15, 2013; and

20 WHEREAS, this reclassification will result in and to the addition to FY14 the Church
21 Street Marketplace salary budget in the amount of \$5072.47; and

22 WHEREAS, to fund this additional salary the Director of the Church Street Marketplace
23 as also requested a reduction the departments Processional and Consult Services, Contractual
24 Services in the amount of \$5072.47

25 NOW, THEREFORE, BE IT RESOLVED that one Full-time regular Marketing Assistant
26 for the Church Street Marketplace, Grade 14, is hereby reclassified to a Grade 16, within the
27 Willis pay scale is hereby approved. The changes shall be effective as of the date of City
28 Council Approval and mayoral signature on this resolution.
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