



Oxnard Harbor District

JOB TITLE:	MARKETING REPRESENTATIVE
JOB CLASS / DEPT:	MANAGEMENT / ADMINISTRATION
SALARY RANGE:	TBD
POSITION REPORTS TO:	CHIEF COMMERCIAL OFFICER

JOB DESCRIPTION:

Under general supervision of the Chief Commercial Officer, the Marketing Representative implements a broad range of targeted marketing or project-specific programs to address the commercial, operational and strategic long-term needs of the Port of Hueneme and its stakeholders. Performs related work as assigned.

ESSENTIAL JOB FUNCTIONS:

(Duties and responsibilities include, but are not limited to, the following)

Responsibilities:

1. Prepares and coordinates the designing and printing of all marketing materials for Port and maintains/updated the District's website and videos as it relates to Port's commercial activities
2. Takes custody and control of all trade show exhibits, related pieces and promotional materials
3. Maintaining and updating information on the Port's website;
4. Managing and updating information and engaging with users on social media sites such as Twitter and Facebook;
5. Researching, writing and distributing press releases to targeted media;
6. Collating and analyzing media coverage;

7. Writing and editing in-house magazines and media-Dock Talk(quarterly newsletter), case studies, speeches, articles and annual reports;
8. Preparing and supervising the production of publicity brochures, handouts, direct mail leaflets, promotional videos, photographs, films and multimedia programs;
9. Devising and coordinating photo opportunities;
10. Keeps abreast of developments within the maritime industry.
11. Assist in promoting the use of the District's FTZ #205 to shipping lines, importers, auto processors, terminal companies and other interested parties
12. Assists in the performance of all of the duties of the Grantee of FTZ # 205 including the preparation and filling of the Annual Report and the maintenance of the FTZ tariff and Zone Schedule
13. Assists in Trade Missions
14. Maintains a statistical database of cargo flows and customer profile contact lists that include key decision makers, commodities shipped, Ports used, etc.
15. Prepares and may present various administrative, summary and financial reports.
16. Develops and updates marketing collateral materials; updates and enhances Port's web site, press releases, news articles, advertising and Trade Mission summaries and brochures.
17. Assists in coordinating maritime marketing activities relating to advertising and public relations, including appropriate support to the Port's public relations and governmental affairs efforts.
18. Assists in developing and implementing appropriate tactical plans to meet strategic goals and objectives; participates in project teams as assigned.
19. Conducts targeted maritime-oriented promotional tasks such as giving tours to Port customers, preparing briefings and presentations regarding the Port's developments and marketing programs; assists and/or participates in Port-sponsored events such as trade shows, seminars, ceremonies, receptions, customer events, trade missions and marketing
20. Assists or handles special assignments within the scope of responsibility as assigned.

KNOWLEDGE, SKILLS AND ABILITIES

To perform the typical tasks and duties of the position successfully, the knowledge, skills and/or abilities listed below are required.

Knowledge of:

- Marketing, social media, customer and community relations
- Media relations activities and advertising development methods and sales.
- Maritime transportation principles and practices.

QUALIFICATIONS:

Combination of education and experience demonstrative knowledge, skills and abilities equivalent to:

- Bachelor's degree in Marketing, Advertising, Communications, Public Administration, Economics, Business or a related field; and
- Three (3) years of progressive experience working in a variety of levels in the marketing, public relations, public agency, maritime or transportation related industry

Special Requirements:

- A current, valid California Class C driver's license at time of appointment and maintained at all times thereafter in order to operate a vehicle on District business.
- Must be able to successfully obtain a Transportation Workers Identification Card, (TWIC Card).

The Port of Hueneme is an Equal Opportunity Employer, Affirmative Action Employer and is committed to diversity in the workplace. Minorities, women, veterans and individuals with disabilities are encouraged to apply.

To apply, please visit: <http://www.portofhueneme.org/employment-opportunities/>