



FACILITY MARKETING REPRESENTATIVE, DISTRICT AGRICULTURAL ASSOCIATION

OPEN EXAM

An equal opportunity employer to all regardless of race, color, creed, national origin, ancestry, sex, marital status, disability, religious or political affiliation, age, or sexual orientation. It is an objective of the State of California to achieve a drug-free State workplace. Any applicant for State employment will be expected to behave in accordance with this objective because the use of illegal drugs is inconsistent with the law of the State, the rules governing civil service, and the special trust placed in public servants.

FINAL FILING DATE: January 14, 2005

Applications (form 678) must be POSTMARKED no later than the final filing date.

Applications postmarked, personally delivered or received via interoffice mail after the final filing date will not

Be accepted for any reason.

HOW TO APPLY

Applications are available and may be filed in person or by mail to:

**California Exposition and State Fair
Human Resource Department
1600 Exposition Boulevard
Sacramento, CA 95815-5199**

If you have a disability and need special testing arrangements, mark the appropriate Box on the Application for Examination. You will be contacted to make specific arrangement.

DO NOT SUBMIT APPLICATIONS TO THE STATE PERSONNEL BOARD OR ANY OTHER LOCATION.

NOTE: Accepted Applicants are required to bring either a photo identification card
Or two forms of signed identification to each phase of the examination.

TEST DATE

It is anticipated the interviews will be held in February 2005.

TESTING METHOD

The testing method used will consist of an oral examination weighted 100%. The test will include a number of predetermined job-related questions. In order to obtain a position on the eligible list, a minimum rating of 70% must be attained. **COMPETITORS WHO DO NOT APPEAR FOR THE ORAL EXAMINATION WILL BE DISQUALIFIED.**

If conditions warrant, this examination may utilize an evaluation of each candidate's experience and education compared to a standard developed from the class specification. For this reason, IT IS ESPECIALLY IMPORTANT THAT EACH CANDIDATE TAKE SPECIAL CARE IN ACCURATELY AND COMPLETELY FILLING OUT HIS OR HER APPLICATION. List all experience relevant to the "Requirement of Admittance to the Examination" shown on this announcement.

SALARY RANGE: \$3143 - 3821

ELIGIBLE LIST INFORMATION

An open list will be established for the California Exposition & State Fair. The eligible list will be abolished 12 months after it is established unless the needs of the service and conditions of the list warrant a change in this period.

REQUIREMENTS FOR ADMITTANCE TO THE EXAMINATION

All applicants must meet the education and/or experience requirements for this examination by the final filing date.

MINIMUM QUALIFICATIONS:

Experience: Two years of experience in advertising, promotion and/or marketing of services/products, facility rentals, or wholesale sales, including establishing and servicing accounts. And

Education: Equivalent to graduation from college with a Bachelor's Degree in Business Administration (or other related field) with a minimum of 15 semester units in marketing. (Additional qualifying experience may be substituted for the required education on a year-for-year basis. A higher-level business degree may be substituted for the bachelor's degree).

SPECIAL PERSONAL CHARACTERISTICS:

Willingness to work on Saturdays, Sundays and holidays, and at odd or irregular hours.

POSITION DESCRIPTION:

Develops and maintains a positive public image for the DAAs; solicits sponsorship; develops advertising material and innovative multimedia marketing strategies for promoting the facilities; evaluates, analyzes and monitors marketing trends to maximize fair attendance and the interim use of the DAA facilities; makes recommendations based on marketing analyses; prepares and maintains appropriate reports; serves as liaisons between the DAAs, the various media forms and clients, in order to develop the widest possible market; incorporates all the tools of product marketing, prospecting, promotion and merchandising to achieve market penetration and growth; communicates with and addresses a diverse public or business groups and the media; provides feedback to management regarding promotional, marketing, and facility sales issues; books events; maintains the booking files; monitors billings and payments.

EXAMINATION INFORMATION:

This examination will consist of a Qualification Appraisal Interview weighted 100 percent. The interview will include a number of pre determined job related questions. *Competitors who do not appear for the interview will be disqualified.*

SEE REVERSE SIDE FOR ADDITIONAL INFORMATION

FACILITY MARKETING REPRESENTATIVE, DAA ME68-2121
4EP26

FINAL FILE DATE: January 14, 2005

QUALIFICATIONS APPRAISAL INTERVIEW SCOPE:

Knowledge of: Principals and practices of product marketing, merchandising, and/or advertising; wholesale sales and marketing management; public relations.

Ability To: Work independently; develop sales and marketing plans; analyze marketing data and recommend a variety of methods to increase rentals; make persuasive sales presentations to prospective clients; maintain good public relations with community business groups and the public; use tact and good judgement in dealing with the public and other employees; communicate effectively; and conduct meetings and training.

GENERAL INFORMATION

It is the candidate's responsibility to contact the California Exposition and State Fair three days prior to the written test date if he/she has not received his/her notice.

For an examination without a written feature it is the candidate's responsibility to contact the Personnel Office at 916/263-3029 three weeks after the final filing date if he/she has not received a progress notice.

If a candidate's notice of oral interview or performance test fails to reach him/her prior to the day of the interview due to a verified postal error, he/she will be rescheduled upon written request.

Applications are available at State Personnel Board offices, local offices of the Employment Development Department and the Department noted on the front.

If you meet the requirements stated on the reverse, you may take this examination, which is competitive. Possession of the entrance requirement does not assure a place on the eligible list. Your performance in the examination described on the other side of this bulletin will be compared with the performance of the others who take this test, and all candidates who pass will be ranked according to their scores.

The State Personnel Board reserves the right to revise the examination plan to better meet the needs of the service if the circumstances under which this examination was planned change. Such revision will be in accordance with civil service law and rules and all competitors will be notified.

Examination Locations: When a written test is part of the examination, it will be given in such places in California as the number of candidates and conditions warrant. Ordinarily, oral interviews are scheduled in Sacramento, San Francisco, and Los Angeles. However, locations of interviews may be limited or extended as conditions warrant.

Eligible Lists: Eligible lists established by competitive examination, regardless of date, must be used in the following order: 1) subdivisional promotional, 2) departmental promotional, 3) multidepartmental promotional, 4) servicewide promotional, 5) departmental open, 6) open. When there are two lists of the same kind, the older must be used first. Eligible lists will expire in from one to four years unless otherwise stated on this bulletin.

Promotional Examinations Only: Competition is limited to employees who have a permanent civil service appointment. Under certain circumstances other employees may be allowed to compete under provisions of Rules 234, 235, and 235.2. State Personnel Board Rules 233, 234, 235, 235.2 and 237 contain provisions regarding civil service status and eligibility for promotional examinations. These rules may be reviewed at departmental personnel offices or at the Information Counter of State Personnel Board offices.

General Qualifications: Candidates must possess essential personal qualifications including integrity, initiative, dependability, good judgment, and ability to work cooperatively with others; and a state of health consistent with the ability to perform the assigned duties of the class. A medical examination may be required. In open examinations, investigation may be made of employment records and personal history and fingerprinting may be required.

Interview Scope: If an interview is conducted, in addition to the scope described on the other side of this bulletin, the panel will consider education, experience, personal development, personal traits, and fitness. In appraising experience, more weight will be given to the breadth and recency of pertinent experience and evidence of the candidate's ability to accept and fulfill increasing responsibilities than to the length of his/her experience. Evaluation of a candidate's personal development will include consideration of his/her recognition of his/her own training needs; his/her plans for self-development; and the progress he/she has made in his/her efforts toward self-development.

High School Equivalence: Equivalence to completion of the 12th grade may be demonstrated in any one of the following ways: 1) passing the General Educational Development (GED) Test; 2) completion of 12 semester units of college-level work; 3) certification from the State Department of Education, a local school board, or high school authorities that the candidate is considered to have education equivalent to graduation from high school; or 4) for clerical and accounting classes, substitution of business college work in place of high school on a year-for-year basis.

TDD is Telecommunications Device for the Deaf and is reachable only from phones equipped with a TDD Device. TDD: 916/263-3035

THIS CANCELS AND SUPERSEDES ALL PREVIOUS BULLETINS