



FACILITY MARKETING REPRESENTATIVE, DISTRICT AGRICULTURAL ASSOCIATION

Class Code: 2121 - Exam Code: 7FA20

Opening Date:	6/16/17
Closing Date:	7/07/17
Type of Examination:	Departmental Open
Salary:	\$3,517 - \$4,403
Employment Type:	Permanent Full-time Permanent Part-time Permanent Intermittent Limited Term Full-time Limited Term Part-time Limited Term Intermittent
Exam Type:	Spot/Kern

EQUAL EMPLOYMENT OPPORTUNITY

The State of California is an equal opportunity employer to all, regardless of age, ancestry, color, disability (mental and physical), exercising the right to family care and medical leave, gender, gender expression, gender identity, genetic information, marital status, medical condition, military or veteran status, national origin, political affiliation, race, religious creed, sex (includes pregnancy, childbirth, breastfeeding and related medical conditions), and sexual orientation.

DRUG FREE STATEMENT

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.

WHO CAN APPLY

Applicants who meet the minimum qualifications as stated below may apply for this examination.

This is a Departmental Open-Spot examination for the California Department of Food and Agriculture, Kern County Fair - 15th District Agricultural Association. Applications will not be accepted on a promotional basis. Career credits do not apply.

HOW TO APPLY

This exam and position is for the 15th District Agricultural Association:

Kern County Fair
1142 South "P" Street
Bakersfield, CA 93307

Submit a Standard State Application (STD. form 678) and the attached Supplemental Application to the address below no later than the **Final Filing Date, Friday, July 7, 2017.**

HOW TO APPLY, CONTINUED

- Standard State Application (STD. form 678) is available through the internet at <https://jobs.ca.gov/pdf/std678.pdf>.
- Supplemental Application is attached below. Applicants who do not submit a completed Supplemental Application will be disqualified.
- All applications must include “to” and “from” dates (month/day/year) and time base.
Applications received without this information may be rejected.
- Resumes **will not** be accepted in lieu of a completed State Application (STD. form 678).
- Your signature on your application indicates you have read, understood, and possess the basic qualifications required.

DO NOT SUBMIT APPLICATIONS TO THE CALIFORNIA DEPARTMENT OF HUMAN RESOURCES (CalHR).

WHERE TO APPLY

By mail/In person: California Department of Food and Agriculture
Examination Unit, Attn: **Cindy Torres**
1220 N Street, Room 242
Sacramento, CA 95814
(916) 403-6581

By e-mail: exams@cdfa.ca.gov

NOTE: Facsimile (FAX) applications will not be accepted under any circumstances.

FINAL FILE DATE

Final Filing Date: Friday, July 7, 2017.

Dates printed on Mobile Bar Codes, such as the Quick Response (QR) Codes available at the USPS are not considered Postmark dates for the purpose of determining timely filing of applications.

All applications must be received by the **Final Filing Date, Friday, July 7, 2017**. Mailed applications must be **POSTMARKED** no later than the Final Filing Date. Applications personally delivered or received via interoffice mail must be received by 5:00 p.m. on the final filing date. Any applications received after the final filing date will not be accepted for any reason.

TEST DATE

It is anticipated that the examination will be sometime in August or September 2017.

TESTING METHOD

The testing method used may be one or a combination of the following: **ORAL OR WRITTEN EXAMINATION, EDUCATION & EXPERIENCE, OR SUPPLEMENTAL APPLICATION.**

SPECIAL TESTING ARRANGEMENTS

If you have a disability and need special assistance or special testing arrangements, mark the appropriate box in #2 of the application. You will be contacted to make specific arrangements. If you have not been contacted by the time you receive a notice to appear for a test, call the California Department of Food and Agriculture, Examination Unit, at (916) 403-6581.

ELIGIBLE LIST INFORMATION

A Departmental Open Spot list will be established for the California Department of Food and Agriculture, 15th District Agricultural Association. 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 applications must meet the education and/or experience requirements as stated on this examination announcement. Your signature on your application indicates that you have read, understood, and possess the basic qualifications required.

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.)

NOTE: SUBMISSION OF TRANSCRIPTS IS REQUIRED TO VERIFY THE EDUCATION REQUIREMENT. FAILURE TO DO SO MAY RESULT IN A DELAY OF YOUR APPROVAL TO COMPETE IN THE EXAMINATION.

POSITION DESCRIPTION

The Facility Marketing Representative, District Agricultural Association (DAA) develops and maintains a positive public image for the DAAs; solicits sponsorships; 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 Supplemental Application – weighted 100%. Competitors who do not return the Supplemental Application will be disqualified.

SUPPLEMENTAL APPLICATION – WEIGHTED 100%

The California Department of Food and Agriculture and the California Department of Human Resources (CalHR) 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 laws and rules and all competitors will be notified.

SCOPE OF EXAM AND KNOWLEDGE, SKILLS AND ABILITIES

In addition to evaluating the competitor's relative abilities as demonstrated by quality and breadth of experience, emphasis in the examining interview will be on measuring competitively, relative to job demands, each competitor's:

KNOWLEDGE OF:

1. Principles and practices of product marketing, merchandising, and/or advertising
2. Wholesale sales and marketing management
3. Public relations

SCOPE OF EXAM AND KNOWLEDGE, SKILLS AND ABILITIES CONTINUED**ABILITY TO:**

1. Work independently
2. Develop sales and marketing plans
3. Analyze marketing data and recommend a variety of methods to increase rentals
4. Make persuasive sales presentations to prospective clients
5. Maintain good public relations with community business groups and the public
6. Use tact and good judgement in dealing with the public and other employees
7. Communicate effectively
8. Conduct meetings and training

EDUCATION AND EXPERIENCE

If conditions warrant, this examination may utilize an evaluation of each competitor'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 "Requirements for Admittance to the Examination" shown on this announcement, even if that experience goes beyond the seven-year limit printed on the application. Supplementary information will be accepted, but read the "Requirements for Admittance to the Examination" carefully to see what kind of information will be useful to the staff doing the evaluation.

VETERANS' PREFERENCE

Veterans' Preference will be granted for this examination. Effective January 1, 2014, in accordance with Government Codes 18973.1 and 18973.5, whenever any veteran, widow or widower of a veteran, or spouse of a 100 percent-disabled veteran achieves a passing score on an open examination, he or she shall be ranked in the top rank of the resulting eligibility list. This section shall not apply to any veteran who has been dishonorably discharged or released.

CAREER CREDITS

Career Credits **will not** be added to the final score of this examination, because it does not meet the requirements to qualify for Career Credits.

CONTACT INFORMATION

If you have any questions regarding this announcement, please contact:

The California Department of Food and Agriculture, Examination Unit
1220 N Street, Room 242
Sacramento, CA 95814
Attn: Cindy Torres at (916) 403-6581 or cindy.torres@cdfa.ca.gov

GENERAL INFORMATION

For an examination without a written feature it is the candidate's responsibility to contact the California Department of Food and Agriculture Examinations Unit at (916) 403-6581 three (3) weeks after the final filing date if he/she has not received his/her notice.

If you meet the requirements stated on this bulletin, you may take this examination, which is competitive. Possession of the entrance requirements does not assure a place on the eligible list.

All candidates who pass will be ranked according to their scores.

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. If an offer of employment is made, a medical examination may be required. In open examinations, investigation may be made of employment records and personal history and fingerprinting may be required.

GENERAL INFORMATION

Eligible Lists: Eligible lists established by competitive examination, regardless of date, must be used in the following order: ① sub-divisional promotional, ② departmental promotional, ③ multi-departmental promotional, ④ service-wide 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 (1) to four (4) years unless otherwise stated on this bulletin.

Veterans' Preference: Effective January 1, 2014, in accordance with Government Code 18973.1 and 18973.5, Veterans' Preference will be awarded as follows: 1.) Any veteran, widow or widower of a veteran, or spouse of a 100 percent disabled veteran, who achieves a passing score in an entrance examination, shall be ranked in the top rank of the resulting eligibility list. Any veteran who has been dishonorably discharged or released is not eligible for Veterans' Preference. 2.) An entrance examination is defined, under the law, as any open competitive examination. And 3.) Veterans' Preference is not granted once a person achieves permanent civil service status.

Veteran status is verified by the California Department of Human Resources (CalHR). Directions to apply for Veterans' Preference are on the Veterans' Preference Application (Std. Form 1093), which is available at <http://jobs.ca.gov/Job/VeteransInformation>, and the Department of Veterans Affairs.

TDD is Telecommunications Device for the Deaf and is reachable only from phones equipped with a TDD Device. TTY number: 1-800-735-2929 FROM VOICE PHONES: 1-800-735-2922

**CALIFORNIA DEPARTMENT OF FOOD AND AGRICULTURE
SUPPLEMENTAL APPLICATION EXAMINATION FOR
FACILITY MARKETING REPRESENTATIVE, DAA
EXAM CODE: 7FA20**

The California Department of Food and Agriculture's (CDFA) Facility Marketing Representative, DAA examination is being given on a Departmental Open/Spot basis. This examination will consist solely on this Self-Assessment Supplemental Application.

This Supplemental Application is designed to elicit a range of specific information regarding each candidate's knowledge, skills, abilities, and experience to effectively perform the duties relative to the classification. The information you provide will be evaluated using predetermined rating criteria. This Supplemental Application will account for 100% of the weight of your examination for this classification. In order to obtain a position on the eligible list, a minimum rating of 70% must be attained. If successful, your name will be merged onto a list based on your final score.

Resumes, letters of reference, and other materials will not be evaluated or considered as responses to items in the Supplemental Application.

NOTE: FAILURE TO ACCURATELY AND PROPERLY COMPLETE THIS SUPPLEMENTAL APPLICATION WILL RESULT IN YOUR ELIMINATION FROM THIS EXAMINATION.

THIS AFFIRMATION MUST BE COMPLETED:

I hereby certify and understand the information provided by me on this Supplemental Application is true and complete to the best of my knowledge and contains no willful misrepresentation or falsifications. I understand this information may be verified at any time. I also understand if it is discovered I have made any false representations, I will be removed from the examination process, removed from the list resulting from this examination and may not be allowed to compete in future examinations for State employment. Additionally, State employees may have adverse action taken against them up to and including dismissal.

Your signature (Required):_____ **Date:**_____

Print your name (Required)_____

Return your completed Supplemental Application AND your completed Standard State Application (Std. Form 678) to the address below by the FINAL FILING DATE, FRIDAY, JULY 7, 2017.

Dates printed on Mobile Bar Codes, such as the Quick Response (QR) Codes available at the USPS are not considered Postmark dates for the purpose of determining timely filing of an application.

**California Department of Food and Agriculture
Examination Unit
Attn: Cindy Torres
1220 N Street, Room 242
Sacramento, CA 95814
Email: exams@cdfa.ca.gov**

FACILITY MARKETING REPRESENTATIVE, DAA Supplemental Application

PART I

		Experience			Amount of Time			
	Instructions: For each item listed below in rows "1 through 14", place ONE "X" in the Experience column which most accurately represents the training, education or experience you have with the following tasks. Also, for each item listed below in rows "1 through 14", place ONE "X" in the Amount of Time column which identifies how much time you have performing the following tasks. NOTE: Credit will not be given for items not marked.	I have had no training, education or experience with this task.	I have had some training or education with this task, but no experience on the job.	I have performed this task on the job.	I have no experience performing this task.	I possess 1 month but less than 12 months of experience.	I possess 1 year to 2 years of experience.	I possess more than 2 years of experience.
1	Develop advertising material and innovative multimedia marketing strategies for promoting an organization.							
2	Evaluate, analyze and monitor marketing trends to maximize growth of an organization.							
3	Make recommendations to management based on marketing analyses.							
4	Prepare and maintain marketing reports to update management.							
5	Communicate with management to develop and promote a diverse promotional, marketing, and facility sales program.							
6	Solicit sales and secure events in a timely manner for an organization.							
7	Coordinate marketing and public relations for all facility sales and events.							
8	Solicit sales and book events in a timely manner for an organization.							
9	Oversee the accounting of event related contracts, protocol, insurances, load in/out, financial settlement, and/or invoice coordination.							
10	Design, promote, organize and direct the annual sponsorship package.							
11	Direct and implement new innovative and authentic social media strategies.							
12	Participate as an organization representative in local committees such as convention bureau, visitor's bureau, trade associations or Chamber and Council Associations.							
13	Update facility evacuation and crisis communication plan and coordinate with outside emergency agencies for an organization.							
14	Develop or conduct training for the public and staff.							

FACILITY MARKETING REPRESENTATIVE, DAA

Supplemental Application

Part II - NARRATIVE QUESTIONS

- Limit your responses to the space provided, **only one page per question and responses.**
- No additional pages will be accepted or considered for responses.
- You will be evaluated on content, grammar, spelling, and neatness of your answer in addressing each question

**FACILITY MARKETING REPRESENTATIVE, DAA
Supplemental Application**

Question #1:

Tim McGraw will be performing at your organization. Please write a press release.

**FACILITY MARKETING REPRESENTATIVE, DAA
Supplemental Application**

Question #2

List how participating in your Chamber of Commerce can help increase sales for your facility.

**FACILITY MARKETING REPRESENTATIVE, DAA
Supplemental Application**

Question #3

You have a limited advertising budget.

- 1. Describe the steps you would take to get the best use of your budget.**
- 2. What methods of advertising would you use?**