

### 3.4.3.1 - Marketing Responsibility

*Standard:* A specific position shall be designated to direct the marketing function. Marketing functions shall be the responsibility of a permanent position of the agency that works closely with all agency units in developing, coordinating, and implementing the agency marketing plan.

*Suggested Evidence of Compliance:* Provide the position description that includes responsibility for marketing.

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#### Agency Evidence of Compliance:

The responsibility for directing marketing functions falls to the District's full-time Director of Marketing & Customer Service. This position manages the marketing team which includes a full-time Communications & Marketing Coordinator and 3 part-time positions: Sponsorship Coordinator, Web Designer, and Communications & Marketing Assistant. The Director of Marketing & Customer Service job description<sup>1</sup> outlines the specific responsibilities and duties of the position.

#### Documentation:

1. [Director of Marketing & Customer Service Job Description](#)

Agency Self Assessment: MET

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