

## DIRECTOR OF PROGRAM DEVELOPMENT II (COMMUNITY RELATIONS)

DISTINGUISHING FEATURES OF THE CLASS: Under general supervision, incumbents of this class have responsibility for developing and coordinating an effective and comprehensive community relations program for the department, which includes marketing, public and media relations and development, and ensuring that implementation of this program is effectively integrated with other programs, policies, objectives and operations of the department. Incumbents also work cooperatively with higher level public relations staff in other County departments. Frequent, sensitive contacts with professional staff, public officials, media, members of the public, and representatives of interest groups are a feature of this class. Supervision may be exercised over support staff or on an assigned project basis. Does related work as required.

### EXAMPLES OF WORK: (Illustrative Only)

Develops and oversees all informational and marketing materials, projects and efforts, ensuring effective implementation in accordance with department objectives;

Keeps departmental executive management and other public officials aware of community attitudes and perceptions and presents response strategies for approval through the Director of Strategic Marketing and Development;

Gathers and analyzes information regarding major public issues, community perceptions and current trends affecting County plans and on-going operations, and develops effective response strategies;

Conducts research studies on major public issues, regulatory or legislative issues affecting major strategic plans or current operations in which the Department is involved; interprets same;

Assists in directing public and media information activities including: responses to inquiries, complaints or requests for information, and conducts follow-up to ensure their satisfactory resolution;

Initiates, prepares and reviews press/media releases as well as general public informational material for publication;

Develops and maintains detailed, current marketing material, information and reference files for use by administrators and other departments;

Meets with concerned civic, community, business and advocacy groups to maintain open communication and promote interest and good will toward the department;

Assembles reports, charts and graphic materials as needed;

Performs related administrative functions to insure the effective operation of the assigned area.

May perform other incidental tasks, as needed;

EXAMPLES OF WORK (Cont'd.):

Uses computer applications or other automated systems such as spreadsheets, word processing, calendar, e-mail and database software in performing work assignments.

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND ATTRIBUTES: Thorough knowledge of the principles and practices of community/public relations and public information; thorough knowledge of the techniques of verbal and written communication including style, vocabulary, spelling and grammar; good knowledge of the techniques of preparing, producing and disseminating information; good knowledge of the methods and techniques used in evaluating community/public relations programs; ability to analyze information, draw appropriate conclusions and formulate effective responses; ability to compose, assemble, organize and present information, data and narrative reports; ability to communicate effectively both orally and in writing; ability to establish effective working relationships; initiative and creativity in seeking new approaches to promote/maintain favorable relations with the community; ability to use computer applications such as spreadsheets, word processing, calendar, e-mail and database software; ability to read, write, speak, understand and communicate sufficiently in English to perform the essential functions of the position; sound professional judgment; initiative; tact; sensitivity; resourcefulness; physical condition commensurate with the demands of the position.

MINIMUM ACCEPTABLE TRAINING AND EXPERIENCE: Either (a) Bachelor's Degree\* in English, communications, advertising, public relations, or closely related field, and four years of administrative or program management experience where the primary function of the position was the performance of community/public relations\*\*; or (b) a Master's Degree\* in one of the above fields and three years experience as stated in (a).

\*\*DEFINITION: Community/public relations is defined as experience acting as a liaison with public officials, corporations, other agencies, news media, and/or the public, which included responsibility for planning, preparing and distributing written materials designed to promote understanding or general knowledge about activities, services, policies or objectives.

\*SPECIAL NOTE: Education beyond the secondary level must be from an institution accredited or recognized by the Board of Regents of the New York State Education Department as a post-secondary, degree-granting institution.

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**Summary:**

Innovative, enthusiastic, task-driven marketing professional with over three decades of marketing experience, specializing in leadership, communications, public relations, creativity, mediating and customer relations.

**Professional Experience:**

**Director of Program Development II (Community Relations) April 2022 – present**  
**Acting Director of Program Development II (Community Relations) Aug. 2020 – March 2022**  
**Westchester County Department of Parks, Recreation and Conservation • Ardsley, NY**

- Develop and oversee all informational and marketing materials and plans for all divisions comprising of Conservation, County Center, Golf, Parks, Playland, and Recreation including: four (4) websites, departmental intranet, digital and print materials for facilities, programs and projects designed to increase attendance and revenue
- Supervise creation and distribution of promotional materials for all parks, recreation and conservation programs including: print /digital signage, posters, palm cards, literature, brochures, website information, social media campaigns, e-blasts, contests and give-a-ways
- Administer plans for advertising and promotional campaigns in order to maximize utilization of departmental programs and facilities
- Develop marketing strategies to promote all department programs and facilities
- Oversee planning and implementation of sales/marketing programs and research projects in order to identify or target consumer/client trends for department programs
- Monitor service utilization on an on-going basis to identify and evaluate changes in market trends, recommending changes in service delivery (i.e. shift from print to digital advertisements/social media campaigns and e-blasts)
- Analyze effectiveness of advertising campaigns through web and social media analytics as well as customer surveys
- Conduct trial tests of proposed programs and services
- Oversee recruitment campaigns for Playland Seasonal Employees and Parks Lifeguards including creating ADA compliant employee applications, posters/flyers, banners, digital storyboards, press releases, calendar listings, e-blasts, video spots for social media and web to entice young adults.
- Administer communications including press/news releases and media advisories; update and monitor information on four (4) websites and departmental intranet, electronic media/e-blasts/e-newsletters and social networks; provide press releases and photos to media; coordinate press events, programs and promotions with County Executive's Office of Communications.
- Supervise creation and efficiency of "mobile" audio/visual studio to enable live streaming/video of press events
- Supervise public and media information activities (public information/constituent services) including: responses to inquiries, complaints or requests for information, FOIL request and conducts follow-up to ensure their satisfactory resolution

- Keep departmental executive management and other public officials aware of community attitudes, perceptions and trends and presents response strategies for approval through the First Deputy Commissioner and the County Executive's Communications Director.
- Gather and analyze information regarding major public issues, community perceptions and current trends affecting County plans and on-going operations, and develop effective response strategies
- Prepare contracts and/or budget proposals in support of sales/marketing objectives

**Program Administrator (Sales and Marketing)**

**2017-2021**

**Westchester County Department of Parks, Recreation and Conservation**

- Develop and implement an enhanced marketing plan of discounting programs and pre-sales of season passes to increase attendance and maximize revenues for Playland Amusement Park. Work alongside sponsors to bring new audiences to the park.
- Work with marketing firm for local and regional purchase and distribution of print, television, cable, radio and digital advertisements.
- Design and create traditional print and digital billboard space; banner ads in online publications, mobile and tablet ads; print advertisements in various publications including direct mail, newspapers, and family magazines with coupon discounts.
- Develop, produce and distribute brochures for group sales, birthday parties and catered outings.
- Design Bee-Line bus advertising on exterior and interior of vehicles and bus shelters.
- Advertise cooperatively with Pepsi on truck backs.
- Design and create: digital ads on electronic billboards at Playland and Westchester County Center; GPS ads on golf carts on county courses. Deployment of social media campaign and e-blasts throughout the season.
- Oversee creation of new television advertising on local and cable networks.
- Plan and implement radio advertising to supplement print campaigns and schedule throughout the season with various promotions and entertainment featured.
- Marketing strategies to drive weeknight business include special discount nights (no coupon required) and special event nights, such as concerts and fireworks shows.
- Aggressive sales of catered outings to groups through targeted mailings and follow-up.

**Booking Manager**

**2004 - 2016**

**Westchester County Department of Parks, Recreation and Conservation**

- Solicit, negotiate, book, promote and manage entertainment for PRC; particularly the Westchester County Center (Little Theater Concert Series, Sock Hop)
- Select entertainment and artists for targeted audience
- Prepare contracts, bids, offers and budget proposals for entertainment, sales and marketing
- Coordinate and develop promotional materials (surveys, contests, postcards, flyers, mailings) and radio and newspaper advertisements
- Create and purchase radio, newspaper and billboard advertising
- Manage budgets for entertainment at the Westchester County Center
- Meet with various agencies and businesses to solicit sponsors and money
- Coordinate with sound engineers, food concessionaires, County Police to accommodate artists' contract and rider requirements
- Contact and meet with entertainment agencies, show and concert promoters to sell time, space and services at the County Center
- Maintain, select and purchase mailing lists for sales, postcards, brochures and discount certificates

- Manage customer relations issues department wide; every customer inquiry, complaint or compliment is met with a response
- Create and maintain department-wide customer relations database to track progress and trends of comments and complaints by park and/or facility
- Train support staff to utilize customer relations database
- Develop, conduct and calculate customer satisfaction surveys both in person and via phone
- Establish, introduce and distribute "Customer Service Oath" – ten points/guidelines for excellent customer service
- Supervise, instruct and direct usher staff for County Center events i.e. Little Theater Concerts
- Develop and implement formal Marketing Plan for the County Center designed to increase attendance and revenue
- Create and market advertising opportunities and programs at the County Center including print, banner and electronic message options.
- Contact business, agencies, groups etc. to sell advertising opportunities, space and services at the County Center
- Produce, design and purchase radio, print and movie theater "slide" advertisements
- Analyze effectiveness of print advertising campaigns through coupon redemption in mass mailings, newspapers and magazines
- Create County Center literature, brochures, contests, giveaways and direct mail advertising
- Coordinate redesign of County Center website; including new web domain name, customer friendly layout and information
- Create, purchase and distribute promotional materials
- Manage renovation of County Center lobby to compliment sales and marketing program; including installation of Parks Corner and plasma screens to display daily schedules, events and Parks information

#### **Program Specialist**

**2002 - 2004**

#### **Westchester County Department of Parks, Recreation and Conservation**

- Venue Entertainment – Solicit, negotiate, book, promote and manage entertainment for the following: The Little Theater Concert Series, Summit on the Hudson Music Festival at Croton Point Park, Playland Park
- Responsible for preparation of artists' contracts, bids, offers and budget proposals for The Little Theater Concert Series
- Coordinate and develop promotional materials (surveys, post cards, flyers) and radio and newspaper advertisements
- Purchase radio, newspaper and billboard advertising for The Little Theater
- Manage budgets for entertainment at The Little Theater
- Meet with various agencies and businesses to solicit sponsors and money
- Coordinate with sound engineers and food concessionaires to accommodate artists' contract and rider requirements
- Meet directly with entertainment agencies, show and concert promoters to sell time, space and services at the County Center
- Participate in and contribute to team building exercises designed to enhance staff performance, increase productivity, improve customer service and achieve top- and bottom-line organization success.
- Arrange appointments and maintain schedule
- Screen inquiries from the public, employees and public officials

- Schedule meetings and make travel arrangements
- Manage mail and correspondence
- Coordinate electronic management process of capital budget items

**Confidential Secretary to the Deputy County Executive  
Westchester County Executive's Office, White Plains, NY**

**1998 - 2001**

- Take and transcribe important and confidential dictation
- Schedule appointments and maintain calendar
- Arrange meetings and make travel arrangements
- Handle mail and correspondence
- Monitor inquiries from employees, public officials, etc.
- Verification and annotation of receipts
- Maintenance of files

**Legal Secretary  
Hashmall, Sheer, Bank & Geist, White Plains, NY**

**1996 - 1997**

- Heavy telephone contact with clients
- Prepare and type various legal documents
- Notarize legal documents
- Prepare monthly client invoices
- Schedule appointments

**Marketing Assistant  
SAFE, Inc., Stamford, CT**

**1992 - 1996**

- Assist in management and maintenance of commercial and retail accounts
- Maintain excellent customer relations through customer service and sales
- Heavy telephone contact with customer base
- Cross-trained in data entry for inventory management system and accounts receivables
- Filing, typing and faxing

**Account Manager  
SAFE, Inc., Stamford, CT**

**1987 - 1989**

- Management of over 500 retail accounts and 250 commercial accounts
- Forecast renewal business
- Determine feasibility of new services through marketing research
- Sustain outstanding customer relations through customer service and sales
- Interact with clients and all levels of management
- Interview, hire, and supervise customer service assistants

**Marketing Support Administrator  
The Vault, Greenwich, CT**

**1984 - 1986**

- Increase retail sales through use of point-of-purchase displays and salesmanship
- Develop and implement retail sales commission program
- Management and maintenance of retail accounts
- Prepare and execute contracts for new and renewal retail business
- Prepare quotations for potential new commercial business
- Develop and design customer service/operations manual

**Education:  
Pace University, NY**

**June 1984**

**Major:** Marketing **Degree:** BBA