



Marketing Specialist II

Salary Group: B17
Class Code: 1823

<u>CLASS TITLE</u>	<u>CLASS CODE</u>	<u>SALARY GROUP</u>	<u>SALARY RANGE</u>
MARKETING SPECIALIST I	1822	B15	\$32,976 - \$52,045
MARKETING SPECIALIST II	1823	B17	\$36,976 - \$58,399
MARKETING SPECIALIST III	1824	B19	\$42,244 - \$68,960
MARKETING SPECIALIST IV	1825	B21	\$48,278 - \$78,953
MARKETING SPECIALIST V	1826	B23	\$55,184 - \$90,393

GENERAL DESCRIPTION

Performs moderately complex (journey-level) marketing work. Work involves compiling and disseminating marketing information and data. Works under general supervision, with limited latitude for the use of initiative and independent judgment.

EXAMPLES OF WORK PERFORMED

Conducts surveys and studies to determine the effectiveness of marketing practices and the potential of new markets, and conducts market research.

Conducts product demonstrations.

Gathers data and analyzes cost and product information.

Maintains contact database and records, and establishes contacts to promote economic development activities.

Provides guidance and advice on marketing programs and products.

Consults with current and potential customers in identifying and recommending new products and product enhancements.

Assist in developing, planning, and implementing marketing programs and promotional and merchandising strategies.

Assists in identifying sources of products and commodities.

Assists with the development and implementation of marketing plans and promotional campaigns.

May prepare demonstration materials for conferences and conventions.

Performs related work as assigned.

GENERAL QUALIFICATION GUIDELINES

EXPERIENCE AND EDUCATION

Experience in marketing work. Graduation from an accredited four-year college or university with major coursework in business administration, marketing, communications, or a related field is generally preferred. Experience and education may be substituted for one another.

KNOWLEDGE, SKILLS, AND ABILITIES

Knowledge of marketing products, services, and associated equipment; and of the principles and dynamics of marketing and merchandising.

Skill in conducting presentations to individuals and groups, and in the use of a computer and applicable software.

Ability to develop marketing strategies, and to communicate effectively.