



# Marketing Specialist

| CLASS TITLE              | CLASS CODE | SALARY GROUP | SALARY RANGE         |
|--------------------------|------------|--------------|----------------------|
| MARKETING SPECIALIST I   | 1822       | B16          | \$40,918 - \$61,130  |
| MARKETING SPECIALIST II  | 1823       | B18          | \$45,521 - \$71,055  |
| MARKETING SPECIALIST III | 1824       | B20          | \$51,158 - \$81,351  |
| MARKETING SPECIALIST IV  | 1825       | B22          | \$57,614 - \$93,138  |
| MARKETING SPECIALIST V   | 1826       | B24          | \$65,104 - \$106,634 |

## GENERAL DESCRIPTION

Performs marketing work, compiling and disseminating marketing information and data.

## EXAMPLES OF WORK PERFORMED

Conducts surveys and studies to determine the effectiveness of marketing practices and the potential of new markets.

Conducts product demonstrations.

Gathers data and analyzes cost and product information.

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

Provides guidance and information on marketing programs and products.

Performs related work as assigned.

## DESCRIPTION OF LEVELS

*Examples of work and descriptions are meant to progress through the levels. For example, an employee at level V may also perform work listed within the previous levels.*

**Note:** *Factors that may distinguish between journey levels include the degree of independence in performing the work, the complexity of the work, and the employee's related experience, education, and certifications. Employees at the journey levels may independently perform the full range of work listed in the examples or may assist others in that work.*

**MARKETING SPECIALIST I:** Performs routine (journey-level) marketing work. Works under moderate supervision, with limited latitude for the use of initiative and independent judgment. Employees at this level may rely on direction from others to solve problems that are not standard. Employees may also assist others in performing work of greater complexity.

**MARKETING SPECIALIST II:** Performs moderately complex (journey-level) marketing work. Works under general supervision, with limited latitude for the use of initiative and independent judgment. Employees at this level may work more independently than those at the previous level and may routinely assist others in performing work of greater complexity. Employees at this level may:

- Conduct surveys and studies to determine the effectiveness of marketing practices and the potential of new markets, and conduct market research.
- Consult with current and potential customers in identifying and recommending new products and product enhancements.

**MARKETING SPECIALIST III:** Performs complex (journey-level) marketing work. Works under general supervision, with moderate latitude for the use of initiative and independent judgment. Employees at this level may work more independently than those at the previous levels and may routinely assist others in performing job duties of greater complexity. Employees at this level may:

- Analyze results of market surveys, studies, and research and make recommendations.
- Conduct product demonstrations and promotional campaigns.
- Establish contacts to promote economic development.
- Measure the effectiveness of marketing, advertising, and communication programs and strategies.
- Participate in the development of new markets to sell or assist others in selling their products.
- Prepare demonstration materials for conferences and conventions.

***Note:** Any senior-level employee (levels IV-V) can serve as a team lead or supervisor. Senior-level employees may perform the full range of work listed in the examples above and may coordinate or oversee that work by others. Factors that may distinguish between senior levels include the scope of responsibility and oversight, the complexity of the work performed, and the employee's related experience, education, and certifications.*

**MARKETING SPECIALIST IV:** Performs advanced (senior-level) marketing work, coordinating a variety of marketing, outreach, and economic development activities. Works under limited supervision, with considerable latitude for the use of initiative and independent judgment. Employees at this level may fully perform highly complex marketing work and may:

- Develop marketing programs and activities.
- Develop, plan, and implement marketing programs and promotional and merchandising strategies.
- Develop and market plans to complement statewide marketing goals.
- Design, review, and edit promotional materials for marketing effectiveness.
- Recommend and administer marketing policies and procedures.
- Identify sources of products and commodities.
- Provide guidance on effective methods of marketing programs and products.
- Research and develop strategies and plans that identify marketing opportunities and new project development.
- Establish and implement short- and long-range goals, objectives, policies, and operating procedures.

- Advise and counsel communities on economic development.

**MARKETING SPECIALIST V:** Performs highly advanced (senior-level) marketing work, coordinating a variety of marketing, outreach, and economic development activities. Works under minimal supervision, with extensive latitude for the use of initiative and independent judgment. Employees at this level may independently perform the most complex marketing work and may:

- Coordinate marketing programs and activities.
- Approve promotional materials for effectiveness and alignment with goals.
- Evaluate and administer short- and long-range goals, objectives, policies, and operating procedures.

## 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

#### For all levels

- 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.

#### Additional for Marketing Specialist IV – V levels

- Knowledge of current marketing and merchandising practices, governing laws, and market reporting procedures.
- Ability to oversee and/or supervise the work of others.