



Marketing Specialist IV

Salary Group: B21
Class Code: 1825

<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 advanced (senior-level) marketing work. Work involves coordinating a variety of marketing, outreach, and economic development activities. May supervise the work of others. Works under limited supervision, with considerable latitude for the use of initiative and independent judgment.

EXAMPLES OF WORK PERFORMED

Develops marketing programs and activities.

Develops, plans, and implements marketing programs and promotional and merchandising strategies.

Develops and markets plans to complement statewide marketing goals.

Designs, reviews, and edits promotional materials for marketing effectiveness.

Recommends and administers marketing policies and procedures.

Identifies sources of products and commodities.

Provides guidance on effective methods of marketing programs and products.

Researches and develops strategies and plans that identify marketing opportunities and new project development.

Establishes and implements short- and long-range goals, objectives, policies, and operating procedures.

Advises and counsels communities on economic development issues.

May supervise the work of others.

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 current marketing and merchandising practices, governing laws, and market reporting procedures.

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

Ability to develop marketing strategies, to communicate effectively, and to supervise the work of others.