

ISSUED: 5/93

TITLE: Marketing Specialist

SALARY

SCHEDULE: B

& 5/92
CLASS

CODE: PE302

UNION: P&A, Local 1979, U.A.W.

SALARY

GRADE: 12

EEO

CODE: 30

FLSA: Exempt

E-

CLASS: PE

POSITION PURPOSE

Develop and maintain promotional and advertising services to further programs and operations as well as to assist external client business relationships which, in turn, support the operational goals of a School, College, Division or Center/Institute at the University. Work activities require the application of specialized skills which can be acquired through a combination of job related training and on-the-job experience.

ESSENTIAL JOB FUNCTIONS

- Research, identify and solicit prospective external clients through interface with outside firms, organizations and businesses. Plan and develop presentation materials orienting clients to functional and/or unit area services and operations. Prepare and render demonstrations illustrating unit services and capabilities.
- Plan and coordinate promotion activities. Organize conferences and produce promotional materials and publications to develop client base. Develop marketing strategies and action plans for the purpose of identifying a target group. Prepare promotional materials, information brochures, handouts and guides outlining unit services, programs, operations, activities and processes. Provide resource library of supplemental materials pertaining to public sector teaching or research institutions and/or organizations.
- Serve as information source providing direction and leadership to client and outside business groups and professionals on unit services, policies and procedures. Respond to requests for general and specific information. Conduct one-on-one consultation sessions explaining internal processes.
- Oversee, set-up and maintain an internal computerized database of new and potential clients for the purpose of matching government contracts to individual client interest. Maintain records and prepare reports or analyses on operational activities.
- Assist in the development of business plans and action plans to ensure client financial base and resources are secure. Interact with appropriate University personnel and external professionals forecasting and monitoring budget initiatives.
- Perform related work as assigned.

THIS DESCRIPTION IS INTENDED TO INDICATE THE KINDS OF TASKS AND LEVELS OF WORK DIFFICULTY THAT WILL BE REQUIRED OF POSITIONS THAT WILL BE GIVEN THIS TITLE AND SHALL NOT BE CONSTRUED AS DECLARING WHAT THE SPECIFIC DUTIES AND RESPONSIBILITIES OF ANY PARTICULAR POSITION SHALL BE. IT IS NOT INTENDED TO LIMIT OR IN ANY WAY MODIFY THE RIGHT OF ANY SUPERVISOR TO ASSIGN, DIRECT AND CONTROL THE WORK OF EMPLOYEES UNDER THEIR SUPERVISION. THE USE OF A PARTICULAR EXPRESSION OR ILLUSTRATION DESCRIBING DUTIES SHALL NOT BE HELD TO EXCLUDE OTHER DUTIES NOT MENTIONED THAT ARE OF SIMILAR KIND OR LEVEL OF DIFFICULTY.

ADDITIONAL COMMENTS

This classification is designed to develop and maintain appropriate marketing strategies and business plans to support the interest of a School, College, Division or Center/Institute at the University. Work activities demand some specialized knowledge of business administration, marketing or public relations in promoting area operations, programs and services. This classification may assist external client businesses and firms in obtaining government contracts. The incumbent should possess strong oral and/or written communication skills and the ability to work independently. In addition, the incumbent should possess reasonable marketing knowledge and experience. This classification is generally located in a Marketing or Professional Development Department in a School, College, Division or Center/Institute at the University. This classification reports to and receives work direction from a professional level or management level position.

MINIMUM QUALIFICATIONS

- Graduation from an accredited college or university in business administration, marketing, public relations or related field or an equivalent combination of education and/or experience.
- Reasonable knowledge of and experience in small business development preferred.
- Some sales and/or marketing experience preferred.
- Some knowledge of graphic design preferred.
- Some knowledge of and experience in developing business plans and marketing strategies.
- Some knowledge of and experience writing and developing promotional materials, informational pieces and brochures.
- Excellent oral and/or written communication skills.
- Ability to communicate effectively with others.
- Some knowledge and experience with database management.
- Some knowledge of the various software package (e.g. CBD Pronto).
- Typically, incumbents have held intern or co-op positions in the field of marketing, public relations or advertising.