



ISSUED: 3/00

TITLE: <u>Marketing and Sales Assistant</u>	SALARY SCHEDULE: <u>B</u>	CLASS CODE: <u>PN337</u>
UNION: <u>P&amp;A-Local 1979, U.A.W.</u>	SALARY GRADE: <u>11</u>	EEO CODE: <u>30</u>
	FLSA: <u>Non-Exempt</u>	E- CLASS: <u>PN</u>

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**POSITION PURPOSE**

Participate, coordinate and develop marketing, sales and/or advertising programs and materials for selected university products and services in order to enhance identity, expand customer base and increase sales and revenues.

**ESSENTIAL JOB FUNCTIONS**

- Plan and coordinate advertising program. Design promotional materials, information pieces, catalogues, flyers, handouts and guides for advertisement in periodicals and for direct mail. Research advertisement opportunities; create schedule, maintain files, select and write copy as needed; design advertisements and send to publications. Maintain and monitor related budget.
- Plan and coordinate exhibits. Design program promotional materials to publicize products and services; write copy as needed; monitor contract compliance and prepare appropriate university forms and paperwork; interface with exhibit expositions; arrange and set-up exhibits and coordinate related details; determine appropriate products to showcase and display. Maintain and monitor related budget.
- Maintain department WEB page. Assist in design; write and edit content (e.g. product and service information); utilize appropriate software and set-up links; serve as resource answering questions and resolving problems regarding WEB access and usage. Monitor maintenance of department databases (e.g., advertising, exhibit, author, etc.)
- Participate in analysis of sales and revenues, product interest, impact of existing marketing techniques and methods, trends in industry and department services (i.e., direct mail and sales calls). Conduct telemarketing sales and market profiles for selected products and interest groups. Recommend enhancements to established marketing and sales plans and programs.
- Provide functional supervision to student support staff; assist in selection; train in appropriate methods and procedures; distribute and monitor work assignments.
- Represent the department at exhibit expositions and related external events; attend professional conferences and seminars to remain current with industry standards and new trends.

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.

- Perform related work as assigned.

### **ADDITIONAL COMMENTS**

This classification is designed to provide support participating in and coordinating the development and implementation of marketing, sales and/or advertising programs and services. Some knowledge of marketing and sales strategies as they relate to the press publication industry is necessary. Work activities involve graphic art design, creativity, attention to detail and the ability to communicate effectively with others. Functional supervision may be exercised over student support personnel. This position functionally reports to and receives work direction from a professional level position.

### **MINIMUM QUALIFICATIONS**

- Graduation from an accredited college or university or an equivalent combination of education and/or experience.
- Some knowledge and experience of marketing, sales and advertising.
- Some knowledge and experience of marketing and sales pertinent to applicable products and services.
- Ability to communicate with others.
- Reasonable knowledge and experience with appropriate graphic software applications, e.g. PageMaker, Photoshop and word processing software, e.g. Microsoft Word, Excel and FileMaker Pro.
- Some knowledge of graphic arts design.
- Ability to work independently as well as in a team situation.
- Strong organizational skills and the ability to meet established deadlines.
- Some supervisory experience preferred.