

### Class Concept

Position is responsible for organizing, planning, and directing the marketing plan of state goods and/or services. Employees may coordinate the development of promotional and advertising campaigns to increase customer awareness of product branding and product visibility. Employees perform market and pricing studies, examine market trends, audit sales and marketing budgets by reviewing and analyzing data against forecasted data. Employees coordinate marketing plans through collaboration with graphic designers to create and deliver marketing collateral and product advertisements. Employees develop sales and marketing presentations, and coordinate trade shows. Duties may include: coordinating and implementing marketing plan(s) such as, e-marketing schedules, printed catalogs and newsletters, procuring promotional items, and coordinating the design and implementation of web, print, and interactive marketing tools. Employees may supervise other staff.

### Recruitment Standards

#### Knowledge, Skills, and Abilities

- Working knowledge of state products, goods and services within the assigned work unit.
- Working knowledge of applicable rules and regulations related to the sale of state goods and services.
- Thorough knowledge of marketing media platforms such as In-Design and Adobe software.
- Ability to strategize impactful campaigns and measure effectiveness.
- Ability to conduct sales and marketing studies.
- Ability to coordinate and prioritize work to accommodate various deadlines and timeframes.
- Ability to establish and maintain effective professional working relationships with customers, manufactures, and internal staff.
- Ability to communicate effectively to a wide audience visually, verbally, and in writing.

#### Minimum Education and Experience

Bachelor's degree from an appropriately accredited institution; or an equivalent combination of education and experience.