

Marketing Manager

Job Code
4100A2

Job Title
Marketing Manager

Pay Grade
28

CONCEPT:

This is technical and supervisory work in marketing and distribution of products. Work involves planning and directing the promotion, sales and distribution of items produced; consulting with employees involved in actual production of goods; and directing sales force involved in selling goods to a variety of private businesses and individuals.

TASKS:

- Contacts business firms to explain the purpose, advantages, and mechanics of establishing or modifying enterprises.
- Evaluates business firms with respect to their financial position and potential for the establishment of operations; negotiates and finalizes contracts with business firms, and coordinates the establishment of operations between firms.
- Reviews orders for manufactured products and coordinates the delivery of manufactured products by agency operated or common carriers.
- Reviews manufacturing costs and makes recommendations regarding the pricing of manufactured items; prepares and distributes catalogs.
- Visits agencies to discuss products or investigate complaints concerning manufactured products; initiates corrective action in the manufacture of existing products and makes recommendations regarding new products desired by an agency.
- Prepares sales and product distribution information for use in budgeting, purchasing and production planning.
- Reviews requisitions for raw materials, equipment, and supplies; coordinates and discusses with purchasing agent.
- Conducts marketing surveys with new markets, products and services and prepares recommendations for development.
- Supervises and trains clerks in the preparation of job orders, shipping and other reports pertaining to the production and distribution of manufactured products.

LEVELS OF WORK

- Class Group consists of one class.

Minimum Requirements:

Four years of experience in marketing, sales, or advertising, including one year of supervisory experience. Education may be substituted for experience as determined relevant by the agency.

REF: 12/13