

SENIOR MARKETING REPRESENTATIVE

DEFINITION

Coordinates and participates in the development, planning, and implementation of a wide variety of strategic marketing and communications activities, projects, and studies related to marketing and public relations for a Division.

TYPICAL DUTIES

Supervises Division and lower-level Branch marketing staff in customer outreach, presentations, and overall strategic marketing activities and participates in gathering information and preparing materials for presentation by marketing personnel to internal clients and departments, external agencies, parents, and students.

Assists District executive staff and various divisions in creating and executing communication and marketing plans.

In collaboration with Division management, develops strategic, tactical and focused market plans for programs and program direction and customized advertising and promotional plans.

Supervises, coordinates, and participates in the writing of special material for a Division's publications and the implementation of comprehensive programs of communication and information.

Serves as Division lead in establishing and maintaining relations and creative strategic alliances with other District Divisions and external agencies.

Writes and edits promotional and information materials such as online graphic marketing, catalogs, and brochures.

Maintains relationships and generates interest from District offices for marketing and in-District consultancy service.

Proactively seeks information and responds to customer needs and concerns in collaboration with branch-level customer service units.

Provides consultation to the management of a Division to facilitate the development of emerging markets, enhanced programming, and strategic marketing positioning.

Oversees market research and surveys assessing customer needs and feedback; demographic, economic, social and political influences and trends; and public perception.

Oversees the planning and implementation of special events as an overall promotional strategy to customers and external agencies.

Assists department in preparing budget proposals, establishing rebate programs, and soliciting sponsors and in-kind services.

Coordinates institutional electronic and online marketing efforts, including on-going development, maintenance, and updating of a Division's web pages.

May assist in acquiring monthly, quarterly, and annual revenue goals of the branches' product offerings and services in a Division.

May seek alternative revenue and resources with external agencies for the development of branch programs.

Performs related duties as assigned.

DISTINGUISHING CHARACTERISTICS AMONG RELATED CLASSES

A Senior Marketing Representative coordinates Division-wide strategic marketing activities, projects, and research relating to the marketing and communications for a Division and its branches.

A Marketing Director manages the design, development, planning, coordination, and supervision of a wide range of strategic marketing activities, projects, and studies relating to marketing and public relations for a Division.

A Marketing Representative plans and coordinates a wide variety of marketing activities, projects, and studies related to marketing and public relations for a Branch.

SUPERVISION

General supervision is received from a Division administrator. Supervision may be exercised over lower-level personnel.

CLASS QUALIFICATIONS

Knowledge of:

- Presentation techniques
- Communications media and their most effective uses
- Public relations and community outreach
- Quantitative and multi-faceted market research
- Statistical analysis and data gathering techniques
- Concepts, methods, and techniques used in planning and implementing effective marketing and information programs
- Strategic marketing
- Principles of graphic design
- Budgetary practices and procedures
- Microsoft Office

Ability to:

- Motivate personnel with diverse experiences and strengths in complex, consensus-based settings
- Lead staff in program assessment and venture analysis
- Communicate the operational responsibilities and related needs among divisions, branches, and branch units
- Establish and evaluate collaborative projects
- Develop support among diverse District and private-sector constituencies
- Communicate effectively orally and in writing
- Successfully market products and services
- Develop strategies for market positioning
- Act as a spokesperson before the public
- Monitor and evaluate program effectiveness
- Identify, collect, analyze, and synthesize data
- Operate a computer and associated peripheral equipment
- Design, create, and make presentations using various media
- Prepare program proposals

ENTRANCE QUALIFICATIONS

Education:

Graduation from a recognized college or university with a bachelor's degree in marketing, public relations, journalism, English, communications, public or business administration, or a closely related field.

Experience:

Five years of experience in marketing, public relations, or other communications media including three years of work direction involving the design, development, and implementation of marketing programs and the writing and placing of news releases, advertisements, prospectuses, or news and feature articles for various communications media. Experience in advertising, special event planning, or video production is preferable. Completion of the District's Exceptional Supervisor Certificate Program may substitute one year of the required work direction experience.

Special:

A valid California Driver License.
Use of an automobile.

This class description is not a complete statement of essential functions, responsibilities, or requirements. Entrance requirements are representative of the minimum level of knowledge, skill, and /or abilities. To the extent permitted by law, management retains the discretion to add or change typical duties of a position at any time, as long as such addition or change is reasonably related to existing duties.

Revised
09-14-15
JPK