

MARKETING REPRESENTATIVE

DEFINITION

Under general supervision, develops, plans, supervises, and participates in a wide variety of marketing activities, projects, and studies related to marketing and public relations for a branch.

TYPICAL DUTIES

Conducts market research using a variety of techniques such as surveys and comparison to competitor's product.

Performs market research activities to provide information relating to sales potential and market conditions for the organization's products or services.

Writes and edits marketing and promotional materials such as marketing brochures, sales kits, flyers, and other promotional materials; and coordinates special marketing events.

Gathers and examines information relating to the sale of products.

Analyzes factors such as pricing, distribution, and product performance.

Researches and summarizes data to provide management statistical reports and recommendations, and assist with the development of marketing plans.

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

Supervises technical and clerical employees assisting in strategic marketing activities, projects, and studies.

Works with staff on marketing material.

Implements marketing strategies to meet organizational objectives by evaluating customer research, market conditions, and competitor data; and consults with administrators to modify marketing plans as needed.

Writes and edits copy of promotional and informational materials such as catalogs and brochures.

Assists in designing, coordinating, and presenting marketing programs, publicity efforts, and advertising campaigns and participates in identification and resolution of related problems.

Conducts, or assists in conducting portions of market research activities to identify targeted populations and to identify the appropriate media for distribution of promotional information.

Maintains database records and files including mailing lists and publication distribution information.

Performs related duties as assigned.

DISTINGUISHING CHARACTERISTICS AMONG RELATED CLASSES

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

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 Buyer is responsible for the complete purchasing cycle involved in the acquisition of supplies, equipment, furniture, foods, and services for District use.

SUPERVISION

General supervision is received from higher-level administrative personnel. Supervision may be received from a Senior Marketing Representative. General supervision is exercised over assigned technical and clerical staff.

CLASS QUALIFICATIONS

Knowledge of:

- Database support tools for managing large amounts of information
- 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:

- Supervise effectively
- 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 marketing 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 closely related field.

Experience:

Four years of experience in marketing, including one year 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 the various communications media. Completion of the District's Exceptional Supervisor Certificate Program may substitute the 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
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JPK