



STATE OF NEVADA
Department of Administration
Division of Human Resource Management

CLASS SPECIFICATION

<u>TITLE</u>	<u>GRADE</u>	<u>EEO-4</u>	<u>CODE</u>
MARKETING COORDINATOR	37	B	7.805

Under general direction, Marketing Coordinators perform and coordinate the marketing, promotion and sale of products, services, programs, or recreational opportunities; plan, organize and develop marketing strategies and campaigns to increase market share.

Develop sales or marketing projections and analyze costs, pricing, and market conditions to assist in budget and/or program development, product/program scheduling and material ordering.

Develop marketing plans, strategies, goals and objectives; coordinate with program staff to ensure marketing objectives are understood, fully supported by agency staff, and contribute to accomplishing the mission of the agency.

Conduct market studies and research to gather current information regarding customer opinions and preferences; survey customers to determine product or program interest, requests and needs, as well as products, new product lines or programs; analyze information in order to make recommendations regarding product/program development, pricing structure, market development and forecasting; prepare marketing reports to summarize analysis and recommendations.

Collect and analyze data on customer demographics, preferences, needs, and habits to identify potential markets and factors affecting demand for the product/program.

Coordinate the efforts of external marketing representatives or contractors to sell goods, licenses or services to potential and established customers; collaborate with statisticians, pollsters and other professionals in gathering and analyzing marketing data as required.

Measure the effectiveness of marketing, advertising, and communications programs and strategies.

Participate in planning, organizing and developing education and information campaigns; serve on committees and cooperative work efforts in support of department initiatives and activities.

Monitor industry statistics and follow trends in trade literature.

Respond to customer inquiries concerning programs/products; resolve disputes and follow up with customers.

Perform related duties as assigned.

MINIMUM QUALIFICATIONS

SPECIAL REQUIREMENT:

- * A valid driver's license or evidence of equivalent mobility is required at time of appointment and as a condition of continuing employment.

MINIMUM QUALIFICATIONS (cont'd)

EDUCATION AND EXPERIENCE: Bachelor's degree from an accredited college or university in marketing, business administration, or related field and three years of experience in planning, developing, implementing and evaluating marketing strategies and campaigns; **OR** an equivalent combination of education and experience. (*See Special Requirement*)

ENTRY LEVEL KNOWLEDGE, SKILLS AND ABILITIES (required at time of application):

Working knowledge of: development, implementation and evaluation of marketing strategies and campaigns; marketing theories, principles and practices; market research techniques; statistical analysis; preparation and dissemination of informational materials including advertising, information and education campaigns, and targeted mailings. **Skill in:** planning and coordinating marketing efforts; marketing and selling products, services, or programs to new and existing customer base; prepare and deliver effective presentations for various audiences at conferences, meetings, and other events; written English sufficient to compose business correspondence, promotional materials and marketing reports; customer relations; mathematical computation. **Ability to:** implement effective marketing strategies to increase market share; communicate effectively both orally and in writing; analyze sales trends and statistics; establish and maintain positive working relationships with agency management and staff, customers, vendors and others; plan, organize and prioritize assignments; work cooperatively as a team member; write accurate order specifications.

FULL PERFORMANCE KNOWLEDGE, SKILLS AND ABILITIES (typically acquired on the job):

Working knowledge of: agency services, products or programs; techniques, methods and practices utilized in producing and distributing marketed products such as production techniques, shipping procedures and regulations, warehouse procedures, and material costs; agency services, products or programs.

This class specification is used for classification, recruitment and examination purposes. It is not to be considered a substitute for work performance standards for positions assigned to this class.

7.805

ESTABLISHED: 12/23/03R
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