



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>
SALES & PROMOTION REPRESENTATIVE II	31	B	7.850
SALES & PROMOTION REPRESENTATIVE I	29	B	7.829

SERIES CONCEPT

Sales & Promotion Representatives plan and direct the promotion and sales of books, magazines, calendars, clothing and merchandise, sales catalogs and promotional items.

Publicize and advertise publications, merchandise and product lines; research and identify markets; contact area merchants, distributors, or organizations; prepare and place advertising; mail brochures or advance copies; and follow-up with potential distributors or buyers in order to expand the market and create interest.

Manage special promotional campaigns and merchandising; determine promotional strategy, campaign costs and distribution plans; develop brochures and initiate and write advertising; arrange for author appearances, special incentives, gifts, or bonuses; contact sales representatives, distributors, and other interested parties in order to increase sales; process orders and maintain product inventory.

Maintain sales and distribution records and update customer and vendor data files; review and resolve customer complaints; calculate costs and charges, analyze sales information, and determine future distribution needs.

Perform related duties as assigned.

CLASS CONCEPTS

Sales & Promotion Representative II: Under general supervision, incumbents prepare and maintain an annual budget; write press releases for upcoming publications; market a wide variety of book and/or magazine publications and merchandise; write, edit, and print a catalog of publication offerings and supervise volunteers during promotional exhibits, author appearances, organizational functions, and special events.

Sales & Promotion Representative I: Under general supervision, incumbents perform the duties outlined in the series concept at the journey level.

MINIMUM QUALIFICATIONS

SALES & PROMOTION REPRESENTATIVE II

EDUCATION AND EXPERIENCE: Bachelor's degree from an accredited college or university with major coursework in marketing, advertising, English, journalism, public relations or related field and one year of experience in the sales, marketing and promotion of a product line which included writing and designing promotional materials; organizing promotional events and the use of direct mail techniques; **OR**

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MINIMUM QUALIFICATIONS (cont'd)

SALES & PROMOTION REPRESENTATIVE II (cont'd)

EDUCATION AND EXPERIENCE (cont'd)

graduation from high school or equivalent education and three years of experience as described above; **OR** one year of experience as a Sales and Promotion Representative I in Nevada State service; **OR** an equivalent combination of education and experience.

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

Working knowledge of: effective marketing campaigns best suited for various types of merchandise or publications; graphic arts/designs and illustrative materials; production schedules. **General knowledge of:** budget preparation. **Ability to:** effectively merchandise a product line; carry out effective marketing campaigns to increase sales; review publications and their respective deadlines and submission requirements; organize and direct promotional exhibits and author appearances; write and design a wide variety of promotional materials, advertisements and other marketing materials; write press releases according to journalistic guidelines; prepare and maintain a budget; proofread written materials and detect errors with a high degree of accuracy; determine effectiveness of ads and other promotional campaigns; analyze sales records and make adjustments or recommendations when necessary to increase or improve sales; provide supervision and direction to lower level staff, seasonal and volunteer workers; *and all knowledge, skills and abilities required at the lower level.*

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

Working knowledge of: State Purchasing procedures; internal policies regarding discounts, pricing, and cooperative advertisements.

SALES & PROMOTION REPRESENTATIVE I

EDUCATION AND EXPERIENCE: Bachelor's degree from an accredited college or university with major coursework in marketing, advertising, English, journalism, public relations or related field; **OR** graduation from high school or equivalent education and two years of progressively responsible experience in the sales, marketing and promotion of a product line including writing advertisements and other promotional materials, and the use of direct mail techniques; **OR** an equivalent combination of education and experience.

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

Working knowledge of: English grammar, syntax and punctuation; journalistic style writing; sales and promotional techniques; record-keeping practices. **General knowledge of:** photography as it relates to selection of photographs for reproduction quality and intrinsic value. **Ability to:** generate or create potential for sales or programs; write copy for catalogs, brochures and advertisement for sales and promotional campaigns; make oral group presentations to individuals, librarians, retailers and wholesalers; establish and maintain cooperative working relationships with co-workers, vendors, clients and customers; arrange copy and/or art work for promotional materials; calculate costs of merchandise and return on sales; prepare reports and statistics; operate a personal computer.

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

(These are identical to the Entry Level Knowledge, Skills and Abilities required for Sales & Promotion Representative II.)

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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.

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7/1/89P

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