

**STATE OF WISCONSIN
CLASSIFICATION SPECIFICATION**

**MARKETING SPECIALIST
CLASSIFICATION SERIES**

I. INTRODUCTION

A. Purpose of This Classification Specification

This classification specification is the basic authority under ER 2.04, Wis. Admin. Code, for making classification decisions relative to present and future professional positions which perform Marketing Specialist duties. This classification specification is not intended to identify every duty which may be assigned to positions, but is intended to serve as a framework for classification decision making in this occupational area.

Classification decisions must be based on the “best fit” of the duties within the existing classification structure. The “best fit” is determined by the majority (i.e., more than 50%) of the work assigned to and performed by the position when compared to the class concepts and definition of this specification or through other methods of position analysis. Position analysis defines the nature and character of the work through the use of any or all of the following: definition statements; listing of areas of specialization; representative examples of work performed; allocation patterns of representative positions; job evaluation guide charts, standards or factors; statements of inclusion and exclusion; licensure or certification requirements; and other such information necessary to facilitate the assignment of positions to the appropriate classification.

B. Inclusions

Included in this classification series are professional positions located within a variety of state agencies which perform Marketing Specialist duties. Positions allocated to this classification series develop, implement and evaluate marketing, promotional and outreach programs which promote the sales and usage of state services, products, programs, facilities, activities and special events; conduct strategic marketing research and analysis; develop and implement annual marketing plans for the assigned program; develop and apply marketing data-gathering instruments such as surveys, opinion polls, or questionnaires on and interpret results of such studies; develop promotional items, activities, events, and publications to publicize the assigned program’s services or products; develop records and reports to analyze the trends and success of various promotional campaigns and activities; and develop marketing and merchandising policies, procedures, and manual chapters.

C. Exclusions

Excluded from this classification series are the following types of positions:

1. Positions which meet the statutory definitions of supervisor and/or management as defined in Wis. Stats. 111.81(19) and (13) as administered and interpreted by the Wisconsin Employment Relations Commission.
2. Positions which are, for a majority of the time, engaged in duties which are more appropriately classified as Communications Specialist.
3. Positions which are, for a majority of the time, engaged in duties which are more appropriately classified as Publications Editor.
4. Positions which are, for a majority of the time, engaged in duties which are more appropriately classified as Agricultural Marketing Consultant.
5. All other positions which are more appropriately identified by other classification specifications.

D. Entrance Into and Progression Through This Classification Series

Employees enter positions within this classification series by competitive examination. Although this is not a progression series, a position may be filled below its objective level for the purposes of training and development. Such positions may be reclassified to their objective level if the employee satisfactorily attains the requisite training and experience and the position spends the majority of its time (50% or more) on duties identified at that classification level.

II. DEFINITIONS

MARKETING SPECIALIST

Positions allocated to this classification develop, implement and evaluate marketing, promotional and outreach programs which promote the sales and usage of state services, products, programs, facilities, activities and special events; conduct strategic marketing research and analysis; develop and implement annual marketing plans for the assigned program; develop and apply marketing data-gathering instruments such as surveys, opinion polls, or questionnaires on and interpret results of such studies; develop promotional items, activities, events, and publications to publicize the assigned program's services or products; develop records and reports to analyze the trends and success of various promotional campaigns and activities; develop or coordinate the development of advertising, public service announcements, and publications for the assigned program; and develop marketing and merchandising policies, procedures, and manual chapters. Work is performed under general supervision.

Representative Positions:

Department of Natural Resources, Bureau of Parks and Recreation, Parks Promotion Specialist - This position administers the statewide state park system merchandising program; directs the preparation and evaluation of vendor selection, product design and manufacturing; initiates, implements and evaluates a range of promotional marketing strategies to increase state park revenues and increase awareness of the state park system as identified by the Departments of Natural Resources' and Tourism's state parks marketing and promotional plan (for example, but not limited to: develops state park displays, coordinates show staffing, oversee production and publication of promotional materials, develops and implements long term state park public relations plan and others); maintains records, analyzes data and

reports to the joint departments' marketing plan team on the results and effectiveness of promotions; works with Tourism to support and implement assigned promotional programs which includes advertising, publicity and public service announcements; conceives and executes special campaigns to promote the sale of products through point of purchase displays, sales aids and other materials designed to assist park staff and encourage on-site merchandise sales; prepares annual revenue and expenditure reports on the merchandising program by property and product line; develops and documents parks merchandising policies, procedures and manual chapters; develops state park system public information and press packets; and works with DNR central office and statewide and Midwestern media to increase awareness and visibility of the state park system and distribute feature articles and special event information.

Department of Natural Resources, Wisconsin Natural Resources Magazine Sales and Promotion Specialist - This position initiates and implements marketing planning, evaluation, and financial activities to generate revenue for the self-funded *Wisconsin Natural Resources* conservation magazine; plans and develops strategic marketing and promotion plan for *WNR* including advertising, publicity, website and public service announcements; develops and manages electronic Web publishing of the magazine; functions as the department's expert on World Wide Web marketing; directs and edits graphics content of the website based on Human Computer Interface factors, usability studies, technology opportunities and the hardware and software limitations; develops tactical marketing strategies for strategic business planning using new media techniques including electronic commerce, cyber malls, and potential revenue stream; develops and initiates promotional campaigns and pricing strategies for marketing the magazine and its products to new subscribers, donor/donees, and other public entities; researches, develops and initiates bulk and direct sales programs; identifies and defines potential markets for magazine subscriptions and/or products through survey and other research; develops, proposes and negotiates the terms of cooperative magazine promotional and sales campaigns; and continually monitors and analyzes markets, public response and subscriber data to define market position and potential and to evaluate the success of campaigns.

Department of Public Instruction, Education Information Services Marketing and Sales Specialist - This position administers the state, national, and international marketing and sales program for the department's publications; monitors the publications program revenue and expenditure accounts to ensure long-term solvency through marketing and sales; develops, implements, and evaluates the annual marketing plan; designs, develops and disseminates promotions for new and updated publications; purchases advertising, national trade show exhibit space and supplies, and sufficient inventory to meet public demand; identifies and recommends advertising opportunities, including trade journals, special efforts, and conventions; negotiates with state and national sales representatives to design and purchase effective advertising; and serves as the production leader of the department's Publications Team, which includes professional editorial staff and technical production staff.

MARKETING SPECIALIST - SENIOR

Positions allocated to this level perform all of the duties identified at the Marketing Specialist level and in addition administer the most complex marketing and promotional programs within state service. Positions allocated to this level differ from the Marketing Specialist level in the scope, impact, variety, and complexity of the marketing and promotional programs administered; the complexity of the program knowledge required; the number and variety of programs administered; the broader variety and larger number of publications, radio, TV, Internet and other electronic media productions used in the marketing and promotional programs; and the fiscal impact of those programs. Work is performed under general supervision. In order to be appropriately classified at this level, positions must spend the majority of their

time on professional Marketing Specialist duties which are of similar scope, impact, and complexity as the representative positions identified at this level.

Representative Position:

Department of Natural Resources Fundraising/Partnering Specialist - This position directs, coordinates and implements fundraising and partnering activities for the Bureau of Endangered Resources; develops and implements stable, long-term funding sources and initiatives for the bureau, the Division of Land and the department; develops strategies and proposals for a department-wide fundraising/partnership team; serves as a member of the Division of Land fundraising and partnering team to help design policy, develop partnerships, and generate revenue for the division; develops and implements long-term strategies for maximizing contributions to the Endangered Resources Fund tax checkoff and the Endangered Resources license plates; oversees the purchase of radio, TV, newspaper, and magazine ads for the promotion of these aforementioned programs

III. QUALIFICATIONS

The qualifications required for these positions will be determined at the time of recruitment. Such determinations will be made based on an analysis of the goals and worker activities performed and by an identification of the education, training, work, or other life experience which would provide reasonable assurance that the knowledge and skills required upon appointment have been acquired.

IV. ADMINISTRATIVE INFORMATION

This classification series was created effective March 15, 1998 as a result of the Professional Program Support Survey and announced in Bulletin CC/SC-82 to describe positions which perform Marketing Specialist duties and were previously classified as Administrative Assistant 4 and 5. This classification specification was modified effective May 6, 2001 and announced in Bulletin CLR/SC-129 to remove the State Historical Society representative position at the Marketing Specialist – Senior level because it is no longer used.

This classification series was collapsed and created effective May 18, 2003 and announced in Bulletin MRS-SC-158 as a result of the WPEC Broadbanding and Class Collapsing Study.

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