

**STATE OF WISCONSIN
CLASSIFICATION SPECIFICATION
MARKETING SUPERVISOR**

I. INTRODUCTION

A. Purpose of This Classification Specification

This classification specification is the basic authority under Wis. Admin. Code ER 2.04 for making classification decisions relative to present and future professional supervisory positions which perform Marketing Supervisor 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 are professional supervisory positions located within a variety of state agencies which perform Marketing Supervisor duties. Positions allocated to this classification supervise the development, implementation, and evaluation of marketing, promotional, and outreach programs which promote the sales and usage of state services, products, programs, facilities, activities and special events; supervise strategic marketing research and analysis; develop and implement annual marketing plans for the assigned programs; develop or supervise the development of promotional items, activities, events, and publications to publicize the assigned program’s services or products; develop or supervise the development of records and reports to analyze the trends and success of various promotional campaigns and activities; and develop marketing program budgets, policies, and procedures.

C. Exclusions

Excluded from this classification are the following types of positions:

1. Positions which do not meet the statutory definition of supervisor as defined in Wis. Stats. 111.81(19) as administered and interpreted by the Wisconsin Employment Relations Commission.

2. Positions which , for a majority of the time (i.e., more than 50%), supervise Publication Editors and are more appropriately classified as Publications Supervisor.
3. Positions which, for a majority of the time (i.e., more than 50%), supervise Communication Technicians and are more appropriately classified as Communications Supervisor.
4. All other positions which are more appropriately identified by other classification specifications.

D. Entrance Into This Classification

Employees enter positions within this classification by competitive examination.

II. DEFINITIONS

MARKETING SUPERVISOR

Positions allocated to this classification supervise the development, implementation, and evaluation of marketing, promotional, and outreach programs which promote the sales and usage of state services, products, programs, facilities, activities and special events; supervise strategic marketing research and analysis; develop and implement annual marketing plans for the assigned programs; develop or supervise the development of promotional items, activities, events, and publications to publicize the assigned program's services or products; develop or supervise the development of records and reports to analyze the trends and success of various promotional campaigns and activities; and develop marketing program budgets, policies, and procedures. Positions use a variety of marketing tools such as, publications, radio, TV, Internet and other electronic media production. Positions at this level spend the majority of their time performing professional marketing duties and supervising Administrative Support staff or a mix of Administrative Support staff and professional Marketing Specialist positions. Work is performed under general supervision.

Representative Position:

University of Wisconsin - Madison, Purchasing Services Sales Operation Marketing Supervisor: This position develops, implements, monitors and supervises a marketing program for the Sales Program within the Purchasing Services Department, which includes two sub-organizations: the Materials Distribution Services (MDS) and the Solid Waste Alternative Program (SWAP); develops an annual written comprehensive marketing plan, which includes market research, baseline data analysis, internal customer development, and external customer relations; develops, tests and implements methods to communicate regularly with customers regarding the products and services available, including the internet; develops a program for customer relations and supervises the staff within the customer service section of MDS; and revises, edits, publishes and distributes the MDS product catalog. This marketing program covers a broad base of customers, including UW Madison campus departments, all 26 UW System institutions, state, county and municipal governments, school districts, non-profit institutions and the general public. The government customer base within the State of Wisconsin includes over 5000 active accounts. Total dollar sales volume is approximately \$9 million annually.

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

The Marketing Supervisor 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 Supervisor duties and were previously classified as Administrative Assistant 4 - Supervisor and Administrative Officer 1 - Supervisor. This classification specification was revised effective May 10, 1998 and announced in Bulletin CC/SC-85 to abolish the old Marketing Supervisor 2 level and create Marketing Supervisor 2 and 3 levels for positions which were previously classified as Administrative Assistant 5 - Supervisor and Administrative Officer 1 - Supervisor. The series was abolished effective March 12, 2000 and announced in Bulletin CLR/SC-109.

The Marketing Supervisor classification was created to accommodate implementation of the expansion of broadband pay structure effective March 12, 2000 and announced in Bulletin CLR/SC-109. This classification combines the old Marketing Supervisor 2 and 3 levels which were abolished.

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