

Job Class Profile: **Marketing Specialist**

Pay Level: **CG-28** **Point Band:** **578-621**

Factor	Knowledge	Interpersonal Skills	Physical Effort	Concentration	Complexity	Accountability & Decision Making	Impact	Development and Leadership	Environmental Working Conditions	Total Points
Rating	5	4	2	3	4	3	3	1	2	
Points	233	67	13	14	120	65	62	21	21	616

JOB SUMMARY

The Marketing Specialist is responsible for the design, development, and maintenance of programs that provide service to the producers of manufactured or produced commodities.

Key and Periodic Activities

- Provides business and technical advisory services.
- Creates and maintains databases on changes in the global market as it relates to an industry.
- Creates marketing strategies for industries and commodities.
- Provides assistance to industries in the positioning of their companies as it relates to marketing (i.e. websites, market research).
- Monitors and evaluates program costs with respect to project eligibility, following program specific guidelines.
- Develops a running total of approved projects and evaluates the spending of approved funds through tracking of invoices and costs associated.
- Coordinates rebate programs ensuring criteria are met for approval of a rebate.
- Follows up on industry requests from the public or by immediate supervisor which may involve internet searches, e-mails, phone calls, etc. to obtain required information.
- Updates program specific databases and generates reports and summaries. Prepares reports on marketing and product opportunities as well as summary reports of activities within the value added industry to support new development.
- Conducts market research on product opportunities and trends, programs, and products offered globally that may be viable in a particular industry.
- Reads industry proposals that are received by the Marketing Committee, and provides responses.
- Conducts industry site visits throughout the province in support of development initiatives and activities.
- Generates quarterly reports for various government departments.
- Attends related training.

SKILL

Knowledge

General and Specific Knowledge:

- Knowledge of provincial industries and businesses, and national/international product market trends and opportunities.

Formal Education and/or Certification(s):

- Minimum: Undergraduate Degree in Business Administration.

Years of Experience:

- Minimum: 3-4 years experience.

Competencies:

- Strong interpersonal, presentation, and written/oral communication skills.
- Strong analytical and problem solving skills.

Interpersonal Skills

- A range of interpersonal skills are used and include listening to information from others, asking questions to gather information, providing routine information and direction to others, promoting an idea/service/product, and at times dealing with upset people.
- Examples of interpersonal skill include: (1) dealing with program applicants, some of whom cannot understand the need for some of the criteria that is required to qualify for the program. Program elements must be explained and assistance offered in trying to meet the criteria to allow the applicant to qualify; (2) talking with industry representatives to determine their constraints and to find solutions for them; and (3) talking with the general public to understand what is needed and how to meet their needs.
- The three most significant contacts are with: (1) supervisors and employees in the division; (2) general public; and (3) with stakeholders in the industry.

EFFORT

Physical Effort

- The demands of the job do not result in considerable fatigue or require periods of rest.
- There is no requirement for lifting.
- Constant fine finger/precision work and sitting is required when using a computer.
- Occasionally is required to walk and drive to job site visits or for training/seminars.

Concentration

- **Visual** concentration is constantly required when using a computer or reviewing files/statements/applications for accuracy.
- **Auditory** concentration or strain is required when listening on the phone to inquiries from clients and general public.
- **Higher than normal levels of attentiveness** is regularly required for data entry.
- **Time pressures and deadlines** occur regularly with deadlines to perform tasks and timelines associated with projects.
- **Exact results and precision** is constantly required when using a computer and mouse to enter data into a database ensuring correct data is entered.

Complexity

- Tasks are regularly different and related involving a wide variety of responsibilities and situations.
- Challenges/problems/issues can be resolved by following standardized procedures and

processes or may be resolved in a team setting. From time to time challenges and problems must be defined and new solutions developed.

- Typical problems and issues occur with clients who do not meet the criteria for programs (i.e. Residential Wood Pellet Appliance Rebate Program) and requires providing advice and guidance.
- When addressing challenges/problems/issues incumbents can reference internal policies and guidelines or seek advice from co-workers and manager.

RESPONSIBILITY

Accountability and Decision-Making

- Work tasks are moderately prescribed and controlled. Work is signed off by a supervisor and regular reports are provided to update on projects.
- Decisions that can be made without supervisory approval include preparing letters and entering of data.
- Written supervisory approval is required before issuing rebates to applicants. Verbal approval is required in the development of residential and industrial application and rebate criteria.
- Discretion and judgement are exercised in researching and pursuing ideas that will help industry to diversify and compete in the market place.

Impact

- Work performed has an impact on the immediate work area, department, organization and clients/partners.
- Work activities impact on information, finances, and corporate image.
- Signing off on rebates indicates that all criteria have been met and the applicant qualifies for a financial rebate. Data is received and analyzed in relation to specific programs and from this decisions are made in regards to continual funding of the project. However, if funds are inappropriately issued to a program, there may be no funds for applicants who have met all the criteria and are eligible for a refund, affecting the applicant and the image of the department. Also, when monitoring programs, if incorrect data is calculated it may cause funding for the project to stop which may lead to loss of production or jobs.
- Errors are normally addressed within one week of problem identification.

Development and Leadership of Others

- There is no direct responsibility for the supervision of bargaining unit staff.

WORKING CONDITIONS

Environmental Working Conditions

- There is no requirement for safety equipment or precautions.
- There is no likelihood of minor cuts, bruises, abrasions, injury, or illness causing disability.
- Work is typically performed in an open office environment with a requirement for occasional travel.