M&P OCCUPATIONAL GUIDELINE

JOB FAMILY: MARKETING & SALES
Level B, Pay Grade 7

LEVEL DEFINITION	This level covers positions of responsible for developing and implementing specialized marketing and advertising initiatives.
TYPICAL RESPONSIBILITIES	May include: developing and implementing internet, print catalogues and brochure initiatives; developing budgets and cost controls; developing and implementing marketing and promotional schedules; preparing reports on marketing activities; assisting in the development of new promotional materials; and assisting with the development of marketing surveys and research tools.
DECISION MAKING /LEVEL OF ACCOUNTABILITY	Makes decisions regarding the implementation of specialized marketing and advertising initiatives and the development of budgets.
SUPERVISION RECEIVED	Works independently within general guidelines. Work is reviewed based on achievement of defined objectives.
SUPERVISION EXERCISED	Manages staff and is responsible for hiring, discipline, evaluation and termination.
MINIMUM QUALIFICATIONS	Undergraduate degree in a relevant academic discipline. Minimum of three years of related experience, or the equivalent combination of education and experience.

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