

# M&P OCCUPATIONAL GUIDELINE

## **JOB FAMILY: MARKETING & SALES Level B2, Pay Grade 9**

<b>LEVEL DEFINITION</b>	This level covers positions responsible for developing and implementing advertising and publicity plans or developing marketing plans for a specific media.
<b>TYPICAL RESPONSIBILITIES</b>	May include: developing and implementing advertising and publicity plans; developing marketing plans for specific media; developing new promotional materials; contracting with external service providers; developing market research tools; and preparing and analysing marketing budget reports and statistics.
<b>DECISION MAKING /LEVEL OF ACCOUNTABILITY</b>	Makes decisions regarding the development of marketing plans in a defined area and contracts with external service providers.
<b>SUPERVISION RECEIVED</b>	Works autonomously within strategic marketing plan. Work is reviewed based on professional standards and achievement of specific goals.
<b>SUPERVISION EXERCISED</b>	Manages staff and is responsible for supervising the work of external service providers.
<b>MINIMUM QUALIFICATIONS</b>	Undergraduate degree in a relevant discipline. Minimum of five years of related experience, or the equivalent combination of education and experience.