

M&P OCCUPATIONAL GUIDELINE

JOB FAMILY: MARKETING & SALES Level C, Pay Grade 10

LEVEL DEFINITION	This level covers positions responsible for planning and executing broad marketing campaigns.
TYPICAL RESPONSIBILITIES	May include: planning, executing broad marketing campaigns; developing campaign budgets; researching promotional opportunities and identifying potential new markets; developing and managing sponsorship and cross-promotional activities integral to broad marketing campaigns; and negotiating contracts with freelance researchers, sales representatives and publishing partners.
DECISION MAKING /LEVEL OF ACCOUNTABILITY	Makes decisions regarding the planning and execution of broad marketing campaigns.
SUPERVISION RECEIVED	Works with considerable latitude within a broad management plan. Work is reviewed in terms of achievement of long-term goals.
SUPERVISION EXERCISED	Manages staff directly and indirectly through subordinate managers and supervisors.
MINIMUM QUALIFICATIONS	Undergraduate degree in a relevant discipline. Minimum of six years of related experience, or the equivalent combination of education and experience.