

# M&P OCCUPATIONAL GUIDELINE

## **JOB FAMILY: MARKETING & SALES Level D, Pay Grade 14**

<b>LEVEL DEFINITION</b>	This level covers positions responsible for providing strategic long-term planning and overall management of a marketing unit.
<b>TYPICAL RESPONSIBILITIES</b>	May include: providing strategic long-term planning and overall management of a marketing unit; preparing annual sales and overall marketing strategies; developing annual budget for the marketing unit; managing professional sales teams; designing staff development plans; managing research activities; and conducting marketing analyses to enhance marketing strategies.
<b>DECISION MAKING /LEVEL OF ACCOUNTABILITY</b>	Makes decisions regarding strategic long-term planning and management of a unit.
<b>SUPERVISION RECEIVED</b>	Works with full latitude within mandates. Work is reviewed in terms of achievement of strategic goals and mandates.
<b>SUPERVISION EXERCISED</b>	Manages staff directly and indirectly through subordinate managers and supervisors.
<b>MINIMUM QUALIFICATIONS</b>	Undergraduate degree in a relevant discipline. Minimum of eight years of related experience, or the equivalent combination of education and experience.