

**TEXAS DEPARTMENT OF CRIMINAL JUSTICE
POSITION DESCRIPTION**

POSITION TITLE: MARKETING SPECIALIST II -
 Industry

SALARY GROUP: B17

DEPARTMENT: Industry

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III. MINIMUM QUALIFICATIONS

A. Education, Experience, and Training

1. Bachelor's degree from a college or university accredited by an organization recognized by the Council for Higher Education Accreditation (CHEA) or by the United States Department of Education (USDE). Major course work in Business Administration, Communications, Drafting and Design, Marketing, or a related field preferred. Each year of experience as described below in excess of the required two years may be substituted for thirty semester hours from an accredited college or university on a year-for-year basis.
2. Two years full-time, wage-earning retail sales or marketing experience.
3. Customer relations and merchandising experience preferred.

B. Knowledge and Skills

1. Knowledge of the principles and dynamics of planning and design.
2. Knowledge of merchandising and customer relations techniques.
3. Knowledge of the methods and techniques for product promotion and manufacture.
4. Knowledge of agency and departmental organizational structure, policies, procedures, rules, and regulations preferred.
5. Skill to communicate ideas and instructions clearly and concisely.
6. Skill to coordinate with other staff, departments, officials, agencies, organizations, and the public.
7. Skill to interpret and apply rules, regulations, policies, and procedures.
8. Skill in problem-solving techniques.
9. Skill in public address.
10. Skill to prepare and maintain accurate records, files, and reports.
11. Skill to review technical data and prepare technical reports.

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IV. ADDITIONAL REQUIREMENTS WITH OR WITHOUT REASONABLE ACCOMMODATION

- A. Ability to walk, stand, sit, kneel, push, stoop, reach above the shoulder, grasp, pull, bend repeatedly, identify colors, hear with aid, see, write, count, read, speak, analyze, alphabetize, lift and carry 45 lbs. and over, perceive depth, operate a motor vehicle, and operate motor equipment.

- B. Conditions include working inside, working around machines with moving parts and moving objects, radiant and electrical energy, working closely with others, working alone, working protracted or irregular hours, and traveling by car, van, bus, and airplane.

- C. Equipment (machines, tools, devices) used in performing only the essential functions include computer and related equipment, typewriter, calculator, copier, fax machine, telephone, and automobile.