



**TEXAS DEPARTMENT OF CRIMINAL JUSTICE  
JOB DESCRIPTION**

POSITION TITLE:    MARKETING SPECIALIST II -  
                          Design and Publications

SALARY GROUP:     B17

DEPARTMENT:       Manufacturing and Logistics

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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, 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 marketing or technical program support experience to include computer operations.
3. One year full-time, wage-earning experience in the use of Microsoft Office Suite or equivalent to include word processing, spreadsheet, database, or presentation software programs.
4. Adobe In-Design or Microsoft Publisher or equivalent publishing software program experience preferred.
5. Retail sales or marketing experience preferred.
6. Experience in the supervision of employees 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.

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8. Skill in problem-solving techniques.
9. Skill in public address.
10. Skill in the use of computers and related equipment in a stand-alone or local area network environment.
11. Skill to prepare and maintain accurate records, files, and reports.
12. Skill to review technical data and prepare technical reports.
13. Skill to train others.
14. Skill in the use of Microsoft Office Suite or equivalent to include word processing, spreadsheet, database, or presentation software programs preferred.

**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 15-44 lbs., 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, calculator, copier, fax machine, dolly, telephone, and automobile.