



Cornell University Staff Compensation Program Generic Job Profile Summaries

Communications Job Family: Sales Progression

These generic job title summaries are intended to indicate the kinds of tasks and levels of work complexity that will be required of positions classified to any of these titles and are not intended to be construed as declaring the specific duties and responsibilities of any particular position. The use of particular expressions or illustrations describing functions within a specific job title does not exclude other duties of a similar kind and/or level of complexity. Positions are classified to a particular job title based upon the predominant level of expected work complexity. ***A position that is classified into this title and band must meet the Cornell requirements for exemption under the FLSA***

GENERIC JOB PROFILE SUMMARIES

Specialty	Sales Specialist II INDIVIDUAL CONTRIBUTOR	Sales Specialist III INDIVIDUAL CONTRIBUTOR	Sales Specialist IV INDIVIDUAL CONTRIBUTOR	Manager Sales MANAGEMENT	Director Sales MANAGEMENT
Strategy	Collaborate with marketing and sales teams to develop strategies to motivate and engage channel partners to generate stronger revenue streams.	Execute sales strategies and plans for products and services.	Conceptualize, develop, execute, and/or approve marketing sales strategies and plans for products and services.	Develop and execute sales strategies and plans for products and services.	Conceptualize, develop, execute, and/or approve sales strategies and plans for products and services.
Sales Projections/Forecasts	Collaborate with the team to identify accounts and to develop target lists of key stakeholders for outreach campaigns.	Conduct research and generate sales projections and forecasts.	Oversee, direct, and conduct market research; analyze and recommend strategic initiatives.	Conduct market research and generate sales projections and forecasts.	Oversee, direct, and conduct market research; analyze and recommend strategic initiatives.
Product/Program Promotion	Actively promote products and programs.	Actively promote products and programs; engage potential customers on program effectiveness.	Actively promote products and programs; engage potential customers on program effectiveness.	Act as liaison between the sales representatives and the department.	
		Design and implement programs; assess which customers and/or partners generate the most revenue, and plan future or on-going relationships.		Design and implement promotions; assess which promotions and/or partners generate the most revenue, and plan future or on-going promotions and relationships.	Partner with marketing managers to guide product, service and/or project promotions through various communications and marketing channels; monitor the overall effectiveness of each promotion in terms of return on investment.

Specialty	Sales Specialist II INDIVIDUAL CONTRIBUTOR	Sales Specialist III INDIVIDUAL CONTRIBUTOR	Sales Specialist IV INDIVIDUAL CONTRIBUTOR	Manager Sales MANAGEMENT	Director Sales MANAGEMENT
		Identify qualified leads by actively prospecting new sales opportunities through various channels.		Coordinate and actively promote sales; such as guest rooms, events and banquet facilities; coordinate sales to retail and major wholesale market.	Develop, implement, approve and evaluate the sales activities for products and/or services; collaborate with the Sales and Marketing team to ensure marketing and sales materials are produced and disseminated on time and with appropriate messaging and regularity.
Sales Pipeline	Responsible for market research; link our products or services to them; develop spreadsheet-based charts and graphs to measure quarterly and annual growth in market segments and in specific accounts.	Develop sales pipeline, maintain correspondence with past and potential customers; create and implement a sales pipeline database to track the progress of prospective sales.	Develop sales pipeline, maintain correspondence with past and potential customers; create and implement a sales pipeline database to track the progress of prospective sales.	Develop sales pipeline, maintain correspondence with past and potential customers; create and implement a sales pipeline database to track the progress of prospective sales.	Oversee and develop sales pipeline, maintain correspondence with past and potential customers.
Relationship Building	Develop and maintain relationships with university partners, external partners and vendors. Provide direct support to customers/potential customers throughout the sales and program delivery process.	Develop and maintain relationships with university partners, external partners, vendors and peer benchmarking groups. Develop and maintain relationships with companies/customers.	Cultivate and maintain relationships with university partners, external partners, vendors and peer benchmarking groups. Cultivate and maintain relationships with companies/customers.	Develop and maintain relationships with university partners, external partners, vendors and peer benchmarking groups. Develop and maintain relationships with companies/customers.	Cultivate and maintain relationships with university partners, external partners, vendors and peer benchmarking groups; oversee the internal and external planning needs and accountability requirements; oversee the development and implementation of solutions.
Presentations/Events	Create sales presentations for potential customers.		Deliver effective presentations to decision makers.	Attend meetings to provide regular communication regarding policies procedures and upcoming events; evaluate and recommend production of products; conduct presentations to potential customers; coordinate promotions and special events.	Represent the program at relevant industry and community meetings, trade shows and conventions, seeking to expand the size and diversity of the audiences; plan and administer promotions and special events.
Pricing/Contracts	Develop pricing worksheets. Prepare	Develop pricing policies and	Propose, solicit, attract, and	Develop pricing policies and	Propose, solicit, attract, and negotiate new products, services

Specialty	Sales Specialist II INDIVIDUAL CONTRIBUTOR	Sales Specialist III INDIVIDUAL CONTRIBUTOR	Sales Specialist IV INDIVIDUAL CONTRIBUTOR	Manager Sales MANAGEMENT	Director Sales MANAGEMENT
	contract documents, track timelines and resolve or escalate issues that arise.	structure; negotiate contracts and proposals; solicit ad sales and prepare letters of agreement providing details of University/client commitments.	negotiate new opportunities with customers/potential customers. Negotiate and approve pricing, fees, and contracts for products and/or services.	structure; negotiate contracts and proposals; solicit ad sales and prepare letters of agreement.	and custom projects with customers; negotiate and approve pricing, fees, royalties, and contracts for products and/or services and other licensing opportunities.
Budget	Prepare budget proposals. Assist in preparing sales projections.	Prepare and review budget and sales projections.	Establish and monitor annual budget; provide projection of annual sales.	Prepare and review budget and sales projections.	Establish and monitor annual budget; provide projection of annual sales.

JOB FACTOR PROFILE TABLE

FACTOR PROFILE	12313 SALES SPECIALIST II, BAND E EX	12314 SALES SPECIALIST III, BAND F	12315 SALES SPECIALIST IV, BAND G	12316 MANAGER SALES, BAND F	12317 DIRECTOR SALES, BAND G
MINIMUM EDUCATION AND EXPERIENCE EQUIVALENCY	Bachelor's degree and up to 2 years relevant experience or equivalent combination	Bachelor's degree and 3 to 5 years relevant experience or equivalent combination	Bachelor's degree and 5 to 7 years relevant experience or equivalent combination	Bachelor's degree and 3 to 5 years relevant experience or equivalent combination	Bachelor's degree and 5 to 7 years relevant experience or equivalent combination
IMPACT	Moderate impact	Moderate impact	Moderate impact	Moderate impact	Moderate impact
CONTACTS - INSIDE	Assist others Cooperation of task completion	Receive instruction Provide information to immediate associates and supervisor	Receive instruction Provide information to immediate associates and supervisor	Receive instruction Provide information to immediate associates and supervisor	Receive instruction Provide information to immediate associates and supervisor
CONTACTS - OUTSIDE	Provide information that exists within pre-established documents and or programs	Develop and make presentations and negotiations	Develop and make presentations and negotiations	Develop and make presentations and negotiations	Develop and make presentations and negotiations
CONTACTS - STUDENTS	Limited contact	Limited contact	Limited contact	Limited contact	Limited contact

FACTOR PROFILE	12313 SALES SPECIALIST II, BAND E EX	12314 SALES SPECIALIST III, BAND F	12315 SALES SPECIALIST IV, BAND G	12316 MANAGER SALES, BAND F	12317 DIRECTOR SALES, BAND G
SUPERVISION	None given	None	None	Day –to-day supervisory direction to employees within the department	Day –to-day supervisory direction to employees within the department
COMPLEXITY	Frequently adapt, combine or make improvements in an existing service, product, process or program. Work requires reasoning skills and judgement.	Frequently adapt, combine or make improvements in an existing service, product, process or program. Work requires reasoning skills and judgement.	Occasionally required to develop new, imaginative or innovative solutions, services, products, process or programs. Work requires sophisticated reasoning skills.	Frequently adapt, combine or make improvements in an existing service, product, process or program. Work requires reasoning skills and judgement.	Occasionally required to develop new, imaginative or innovative solutions, services, products, process or programs. Work requires sophisticated reasoning skills.
LEVEL OF DECISION MAKING	Responsible for making some decisions which require consideration of various criteria	Responsible for assisting in and influencing decisions concerning policy-setting, research, planning, or students	Responsible for making decisions regarding policy-setting, research, planning, or students	Responsible for assisting in and influencing decisions concerning policy-setting, research, planning, or students	Responsible for making decisions regarding policy-setting, research, planning, or students
FREEDOM OF ACTION	General supervision Some interpretation of established policies and procedures required	General supervision Some interpretation of established work policies and procedures is required	Very general Supervision Interpretation of work policies and procedures required. May deviate from standard work practices	General supervision Some interpretation of established work policies and procedures is required	Very general Supervision Interpretation of work policies and procedures required. May deviate from standard work practices
EFFECT OF DECISION MAKING	Directly affects a functional area Minimal effect on students and employees	Directly affect multiple functional areas Limited effect on students and employees	Directly affect multiple functional areas Limited effect on students and employees	Directly affect multiple functional areas Limited effect on students and employees	Directly affect multiple functional areas Limited effect on students and employees
WORKING CONDITIONS	Normal working conditions including no or limited exposure to hazardous conditions/materials/ equipment. Safety gear may sometimes be required	Normal working conditions including no or limited exposure to hazardous conditions/materials/ equipment. Safety gear may sometimes be required	Normal working conditions including no or limited exposure to hazardous conditions/materials/ equipment. Safety gear may sometimes be required	Normal working conditions including no or limited exposure to hazardous conditions/materials/ equipment. Safety gear may sometimes be required	Normal working conditions including no or limited exposure to hazardous conditions/materials/ equipment. Safety gear may sometimes be required