

**Cornell University Staff Compensation Program Generic Job Profile Summaries** 

## Communications Job Family: Sales/Marketing 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**

Sales/Marketing Specialist II INDIVIDUAL CONTRIBUTOR	Sales/Marketing Specialist III INDIVIDUAL CONTRIBUTOR	Sales/Marketing Specialist IV INDIVIDUAL CONTRIBUTOR	Manager Sales/Marketing MANAGEMENT	Director Sales/Marketing MANAGEMENT
Collaborate with the team to identify accounts and to develop target lists of key stakeholders for outreach campaigns.	Conduct client research and generate sales projections and forecasts.	Oversee, direct, and conduct market research; analyze and recommend strategic initiatives based on strengths, weaknesses, opportunities, and threats.	Conduct marketing research and generate sales projections and forecasts.	Oversee, direct, and conduct market research; analyze and recommend strategic initiatives based on strengths, weaknesses, opportunities, and threats.
	Actively promote products and programs; engage potential clients on program effectiveness.	Actively promote products and programs; engage potential clients on program effectiveness.	Act as liaison between the sales representatives and the department.	
			Coordinate and actively promote sales; such as quest rooms, banquet facilities, and publications; coordinate sales to retail and major wholesale market.	Develop, implement, approve and evaluate the sales and marketing 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.
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.

Generic Job Title Summaries: Sales/Marketing Progression

Sales/Marketing Specialist II INDIVIDUAL CONTRIBUTOR	Sales/Marketing Specialist III INDIVIDUAL CONTRIBUTOR	Sales/Marketing Specialist IV INDIVIDUAL CONTRIBUTOR	Manager Sales/Marketing MANAGEMENT	Director Sales/Marketing MANAGEMENT
				Develop and publish print or electronic media for internal and external audiences.
				Direct and supervise the staff of the sales and/or marketing department.
	Responsible for developing relationships and consulting with companies.	Responsible for developing relationships and consulting with companies.	Promote customer relations; coordinate customer correspondence.	Develop, recommend and communicate marketing strategies regarding client products and/or services.
			Attend meetings to provide regular communication regarding policies procedures and upcoming events; evaluate and recommend production of products; conduct presentations to potential clients; 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.
	Identify and solicit appropriate organizations/groups with which to partner in creating special promotions and incentives for products, services, and sales.		Identify and solicit appropriate organizations/groups with which to partner in creating special promotions and incentives for products, services, and sales.	Identify and solicit appropriate organizations/groups with which to partner in creating special promotions and incentives for products, services, and sales.
	Design and implement programs; assess which clients and/or partners generate the most revenue, and plan future or on-going relationships.	Identify and solicit appropriate organizations/groups with which to partner in creating special programs and incentives for products, services, and sales.	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.

Sales/Marketing Specialist II INDIVIDUAL CONTRIBUTOR	Sales/Marketing Specialist III INDIVIDUAL CONTRIBUTOR	Sales/Marketing Specialist IV INDIVIDUAL CONTRIBUTOR	Manager Sales/Marketing MANAGEMENT	Director Sales/Marketing MANAGEMENT
		Propose, solicit, attract, and negotiate new products, services and custom projects with clients; negotiate and approve pricing, fees, and contracts for products and/or services; propose adjustments to messaging that will improve the overall user experience.	Develop pricing policies and structure; negotiate contracts and proposals; prepare letters of agreement providing details of University/client commitments.	Propose, solicit, attract, and negotiate new products, services and custom projects with clients; negotiate and approve pricing, fees, royalties, and contracts for products and/or services and other licensing opportunities; monitor permissions and investigate copyright and IP violations; propose adjustments to messaging that will improve the overall user experience.
Collaborate with marketing and sales teams to develop strategies to motivate and engage channel partners to generate stronger revenue streams.			Develop and execute marketing strategies and plans for products and services.	Conceptualize, develop, execute, and/or approve marketing strategies and plans for products and services.
			Ensure all products, services, projects, and programs are branded appropriately and coordinate with the larger branding.	Ensure all products, services, projects, and programs are branded appropriately and coordinate with the larger branding; explore additional opportunities for leveraging the brand and image, within the boundaries of the mission.
			Ensure graphic and message identity across all program areas and on all materials.	Promote and ensure graphic and message identity across all program areas and on all materials.
			Prepare and review budget and sales projections.	Establish and monitor annual budget; provide projection of annual sales.
				Evaluate and recommend proposed manuscripts for publication.
	Identify professional development needs and propose appropriate solutions	Identify professional development needs and propose appropriate solutions		

Sales/Marketing Specialist II INDIVIDUAL CONTRIBUTOR	Sales/Marketing Specialist III INDIVIDUAL CONTRIBUTOR	Sales/Marketing Specialist IV INDIVIDUAL CONTRIBUTOR	Manager Sales/Marketing MANAGEMENT	Director Sales/Marketing MANAGEMENT
	Ensure all products, services, projects, and programs are branded appropriately and coordinate with the larger branding.	Ensure all products, services, projects, and programs are branded appropriately and coordinate with the larger branding; explore additional opportunities for leveraging the brand and image, within the boundaries of the mission.		
	Negotiate the proposed solution's terms and conditions	Negotiate the proposed solution's terms and conditions		
		Assist in the conceptualization and creation user experience whose components may include graphical user interface, page layout design, interactivity, and flow		

## JOB FACTOR PROFILE TABLE

FACTOR PROFILE	12052 SALES/MARKETING SPECIALIST II, BAND E EX	11921 SALES/MARKETING SPECIALIST III, BAND F	11922 SALES/MARKETING SPECIALIST IV, BAND G	10631 MANAGER SALES/MARKETING, BAND F	10278 DIRECTOR SALES/MARKETING, 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
ІМРАСТ	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	12052 SALES/MARKETING SPECIALIST II, BAND E EX	11921 SALES/MARKETING SPECIALIST III, BAND F	11922 SALES/MARKETING SPECIALIST IV, BAND G	10631 MANAGER SALES/MARKETING, BAND F	10278 DIRECTOR SALES/MARKETING, 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