



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

Manager Sales/Marketing MANAGEMENT	Director Sales/Marketing MANAGEMENT
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.
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.
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.
	Develop and publish print or electronic media for internal and external audiences.
	Direct and supervise the staff of the sales and/or marketing department.
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.

Manager Sales/Marketing MANAGEMENT	Director Sales/Marketing MANAGEMENT
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 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.
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.
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.

JOB FACTOR PROFILE TABLE

FACTOR PROFILE	10631 MANAGER SALES/MARKETING, BAND F	10278 DIRECTOR SALES/MARKETING, BAND G
MINIMUM EDUCATION AND EXPERIENCE EQUIVALENCY	Bachelor's degree or equivalent; 3 but less than 5 years of experience or equivalent	Bachelor's degree; 5 but less than 7 years of experience or equivalent.
IMPACT	Moderate impact	Moderate impact
CONTACTS - INSIDE	Receive instruction Provide information to immediate associates and supervisor	Receive instruction Provide information to immediate associates and supervisor
CONTACTS - OUTSIDE	Develop and make presentations and negotiations	Develop and make presentations and negotiations
CONTACTS - STUDENTS	Limited contact	Limited contact

FACTOR PROFILE	10631 MANAGER SALES/MARKETING, BAND F	10278 DIRECTOR SALES/MARKETING, BAND G
SUPERVISION	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.	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 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 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 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