

ILLINOIS DEPARTMENT OF CENTRAL MANAGEMENT SERVICES  
CLASS SPECIFICATION

CORRECTIONS INDUSTRIES MARKETING REPRESENTATIVE

POSITION CODE: 09803  
Effective: 5-1-78

DISTINGUISHING FEATURES OF WORK:

Under general direction, promotes and markets all Corrections Industries products to state agencies, local governmental unit or nonprofit organizations as established by statute; develops new product outlets within statutory requirements; develops and implements various modes of advertisements for products and/or services of Corrections Industries.

ILLUSTRATIVE EXAMPLES OF WORK:

1. Markets and promotes Corrections Industries products and/or services to state agencies, local governmental units or nonprofit organizations within statutory requirements; services industries products and/or services; handles customer complaints.
2. Collects and reviews data to determine appropriate price ranges of products and services; recommends price changes as needed.
3. Develops new market outlets for products and services in conformance of statutory guidelines.
4. Develops and implements new marketing techniques and advertisements for Corrections Industries products and services.
5. Reviews products and services and recommends changes and/or additions as needed.
6. Maintains various marketing records and reports; attends seminars to keep abreast of the marketing field.
7. Performs other duties as required or assigned which are reasonably within the scope of the duties enumerated above.

## CORRECTIONS INDUSTRIES MARKETING REPRESENTATIVE (Continued)

### DESIRABLE REQUIREMENTS:

#### Education and Experience

Requires knowledge, skill and mental development equivalent to the completion of four years of college, with coursework in marketing, public relations, or business administration.

Requires three years of professional work experience in marketing sales, product promotion, public relations or related field.

#### Knowledges, Skills and Abilities

Requires thorough knowledge of marketing, sales promotion and product pricing techniques.

Requires working knowledge of procurement techniques.

Requires working knowledge of the products manufactured by the Department of Corrections.

Requires working knowledge of state and local government operations especially in the area of procurement.

Requires working knowledge of state purchasing laws, rules and regulations.

Requires working knowledge of state statutes governing Corrections Industries.

Requires working knowledge of agency policies and procedures.

Requires ability to maintain satisfactory working relationships with agency personnel, other state and local officials, and the general public.

Requires ability to communicate effectively in oral and written form.

Requires ability to develop effective advertisements of various products.

Requires ability to maintain records and reports.