

CLASS SPECIFICATION FOR
MH/DS Marketing Specialist

GENERAL STATEMENT OF DUTIES: Procures and maintains a broad range of subcontract work for the day-support programs for adults who are mentally retarded; does related work as required.

DISTINGUISHING FEATURES OF THE CLASS: This work involves procurement of subcontract work from area businesses and industries. The incumbent works with both public and private businesses in development of a wide range of work opportunities for adults who are mentally retarded. This includes the development of marketing strategies, calling on businesses, development of bids, quality control, and monopoly contractual agreements. Work is performed under the general supervision of an MH/DS Program Manager.

EXAMPLES OF WORK (illustrative only):

- Procures subcontract work from area businesses and industries, both public and private;
- Establishes and maintains an effective working relationship with customers and the business community;
- Computes time studies, labor cost and bids;
- Assesses and identifies potential job markets;
- Assists in development of public relations and marketing material;
- Monitors subcontract work completed to assure quality control;
- Assists in development of jigs and other production devices;
- May participate in training of service recipients and production methods;
- Maintains and computes needed statistical data;
- Expands own knowledge through academic study, independent reading and attending conferences, workshops and seminars;
- Performs related work as assigned.

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES: Considerable knowledge of principles and practices of marketing; considerable knowledge of principles and practices of sales; some knowledge of principles of treatment and/or rehabilitation of the handicapped; some knowledge of special needs and problems of the handicapped; skill in interviewing and obtaining information from employers; ability to relate freely and work effectively with businesses and industries; ability to assess potential job markets.

MINIMUM EDUCATION AND EXPERIENCE: Possession of a bachelor's degree in business administration, marketing, or other related field; OR, any equivalent combination of experience and training which provides the required knowledge, skills and abilities.

ADDITIONAL REQUIREMENTS: Possession of a valid Virginia Commercial driver's license, with endorsements and without restrictions.