

New York State Department of Civil Service
DIVISION OF CLASSIFICATION & COMPENSATION

Classification Standard

Occ. Code 7924100

Correctional Industries Marketing Specialist 1, Grade 18 7924100
Correctional Industries Marketing Specialist 2, Grade 23 7924200

Brief Description of Class Series

Correctional Industries Marketing Specialists develop, implement, evaluate, and promote the Corcraft sales program in the Division of Correctional Industries within the New York State Department of Corrections and Community Supervision (DOCCS). Incumbents assist and coordinate in new product research and development initiatives; and the development of the divisions promotional materials and displays.

Distinguishing Characteristics

Correctional Industries Marketing Specialist 1: full performance level; promotes Corcraft products by developing marketing strategies in accordance with established yearly marketing and sales goals and objectives.

Correctional Industries Marketing Specialist 2: first supervisory level; develops, establishes, and maintains marketing strategies; and oversees the Corcraft e-commerce platform.

Related Classes

Lottery Marketing Specialists implement, evaluate, and promote the States lottery sales program. Positions work on programs associated with lottery corporate account business and regional media promotions and development. Lottery Marketing Specialists ensure targeted regional lottery sales goals are met and lottery programs are further enhanced and developed to support additional growth.

Illustrative Duties

Correctional Industries Marketing Specialist 1

Develops various marketing initiatives in accordance with yearly marketing and sales goals and objectives.

- Maintains existing relationships with customers and develops new sales opportunities with sales staff by implementing various marketing programs/strategies including e-marketing campaigns and promotional giveaways.
- Ensures all marketing and sales activities are consistent with governing laws and agency procedures.
- Develops and maintains customer contact lists with sales staff.
- Conducts market research and develops pricing recommendations as required for new products.
- Develops product displays for use at trade shows, conferences, conventions, seminars, and training sessions.
- Answers inquiries from the public concerning the divisions product/service offerings.
- Represents Corcraft at conferences and trade show events.
- Develops and maintains content for marketing collateral, websites/social media and other initiatives, and updates product information on the division's website with sales staff.
- Proofreads, and edits documents for style, content and conformity to agency standards and policy.
- Schedules in-house and on location photography and arranges photo shoots by outside photographers.
- Enters product information into content management software.

Correctional Industries Marketing Specialist 2

May perform all duties and responsibilities of a Correctional Industries Marketing Specialist 1.

Develops, establishes, and maintains marketing strategies to meet Division of Industries objectives.

- Responsible for creating, implementing, and measuring the success of marketing, communication, and public relations programs.
- Develops and implements promotional literature and campaigns.

- Responsible for editorial direction, design, production, and distribution of all publications.
- Creates content for marketing collateral, website/social media, and other initiatives.
- Maintains website content, the Corcraft e-commerce website and various e-commerce websites.
- Provides feedback and participates in product development; collaborates to create, launch, and track performance of product and service offerings.
- Prepares preliminary product studies to identify product features, pricing strategy and/or promotional technique based on competitive elements.
- Responsible for all aspects of projects, including project scope, strategy, meeting deadlines, approvals, budgeting, campaign analysis, and tracking/monitoring.
- Conducts ongoing review of the statewide bidding process carried out by the Office of General Services to identify division product opportunities and/or conflicts throughout the State.
- Performs the full range of supervisory duties including approving leave and tracking time and attendance; identifying staff development needs; evaluating staff performance; and completing performance evaluations.

Minimum Qualifications

Correctional Industries Marketing Specialist 1

Non-competitive: six years of experience marketing institutional, industrial, or commercial products; or an associate degree and four years of qualifying experience; or a bachelor's degree and two years of qualifying experience.

Correctional Industries Marketing Specialist 2

Non-competitive: seven years of experience marketing institutional, industrial, or commercial products; or an associate degree and five years of qualifying experience; or a bachelor's degree and three years of qualifying experience.

Note: Classification Standards illustrate the nature, extent and scope of duties and responsibilities of the classes they describe. Standards cannot and do not include all the work that might be appropriately performed by a class. The minimum qualifications above are those

required for appointment at the time the Classification Standard was written. Please contact the Division of Staffing Services for current information on minimum qualification requirements for appointment or examination.

Date: 7/2021

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