

**STATE OF WISCONSIN  
CLASSIFICATION SPECIFICATION**

**SALES AND MARKETING SUPERVISOR**

**I. DEFINITION**

This is very responsible professional and supervisory work directing the sales and marketing program for Corrections Industries, the Workshop for the Blind or a similar program which involves the procurement of contracts and/or the marketing of products made by correctional inmates, disabled workers or similar persons for sale on the open market or to public/nonprofit agencies. Positions allocated to this class direct all sales and marketing efforts to the program through the analysis of market trends, development of sales goals and marketing plans, supervision of Sales and Marketing Specialists and/or Sales Representatives, and development and monitoring of marketing policies and procedures. The work is performed independently in accordance with broad goals set by management.

Examples of Work Performed:

- Define the objectives of the sales and marketing program and translate them into sales and marketing plans to be carried out by Sales and Marketing Specialists.
- Develop marketing policies, procedures and controls to maximize use of resources.
- Develop catalogs, displays and other sales aids for use in product marketing.
- Review trade journals, consumer reports and similar information to determine the market potential for new products, the need for product design changes and the appropriateness of pricing structures.
- Recommend additions or deletions from product lines based on sales trends and market research.
- Act as first-line supervisor for subordinate staff.
- Train Sales Representatives and/or Sales and Marketing Specialists.
- Establish performance standards and monitor work performance to ensure sales and marketing goals are met.
- Contact state agencies to determine needs and promote sale of products.
- Respond to customer inquiries or complaints in absence of subordinate staff.

**II. QUALIFICATIONS**

The qualifications required for these positions will be determined on a position-by-position basis at the time of recruitment. Such determinations will be made based on an analysis of the objectives and tasks performed and by an identification of the education, training, work, or other life experience(s) which would provide reasonable assurance that the knowledge and skills required to perform the tasks upon appointment have been acquired.

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