

CAREER GUIDE FOR MARKETING MANAGER

SOC Code: 11-2021

Pay Band(s): 4,5, 6 and 7 ([Salary Structure](#))

Standard Occupational Description: Determine the demand for products and services offered by a firm and its competitors and identify potential customers. Develop pricing strategies with the goal of maximizing the firm's profits or share of the market while ensuring the firm's customers are satisfied. Oversee product development or monitor trends that indicate the need for new products and services.

Marketing Manager positions in the Commonwealth are assigned to the following Roles in the [Public Relations & Marketing Career Group](#):

[Public Relations and Marketing Manager I](#)

[Public Relations and Marketing Manager II](#)

[Public Relations and Marketing Manager III](#)

[Public Relations and Marketing Manager IV](#)

While Marketing Managers within the Commonwealth are all located within the Public Relations and Marketing Career Group, individuals may want to pursue other opportunities within the Commonwealth depending upon individual training, education, knowledge, skills, abilities, and interests.

Other Career Group(s) that may be of interest are:

[General Administration](#)

[Policy Analysis & Planning](#)

[Retail Operations](#)

[Procurement](#)

SKILLS, KNOWLEDGE, ABILITIES AND TASKS

(Technical and Functional Expertise)

Skills

Note: *The technical and functional skills listed below are based on general occupational qualifications for Marketing Managers commonly recognized by most employers. Typically, you will not be required to have all of the skills listed to be a successful performer. Recruitment and selection standards for an individual state job must be based on the specific knowledge, skills, and abilities for that job as indicated in the job announcement and job description in the Employee Work Profile.*

1. Talking to others to convey information effectively.
2. Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.
3. Understanding written sentences and paragraphs in work related documents.
4. Adjusting actions in relation to others' actions.
5. Considering the relative costs and benefits of potential actions to choose the most appropriate one.

6. Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.
7. Understanding the implications of new information for both current and future problem solving and decision-making.
8. Being aware of others' reactions and understanding why they react as they do.
9. Determining how a system should work and how changes in conditions, operations, and the environment will affect outcomes.
10. Identifying complex problems and reviewing related information to develop and evaluate options and implement solutions.

Knowledge

Note: *The technical and functional knowledge statements listed below are based on general occupational qualifications for Marketing Managers commonly recognized by most employers. Typically, you will not be required to have all of the knowledge listed to be a successful performer. Recruitment and selection standards for an individual state job must be based on the specific knowledge, skills, and abilities for that job as indicated in the job announcement and job description in the Employee Work Profile.*

The Knowledge of:

1. Principles and methods for showing, promoting, and selling products or services. This includes marketing strategy and tactics, product demonstration, sales techniques, and sales control systems.
2. Business and management principles involved in strategic planning, resource allocation, human resources modeling, leadership technique, production methods, and coordination of people and resources.
3. Arithmetic, algebra, geometry, calculus, statistics, and their applications.
4. Media production, communication, and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral, and visual media.
5. Structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar.
6. Economic and accounting principles and practices, the financial markets, banking and the analysis and reporting of financial data.
7. Principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.
8. Principles and methods for describing the features of land, sea, and air masses, including their physical characteristics, locations, interrelationships, and distribution of plant, animal, and human life.
9. Laws, legal codes, court procedures, precedents, government regulations, executive orders, agency rules, and the democratic political process.
10. Group behavior and dynamics, societal trends and influences, human migrations, ethnicity, cultures and their history and origins.

Abilities

Note: *The technical and functional abilities listed below are based on general occupational qualifications for Marketing Managers commonly recognized by most employers. Typically, you will not be required to have all of the abilities listed to be a successful performer. Recruitment and selection standards for an individual state job must be based on the specific knowledge, skills, and abilities for that job as indicated in the job announcement and job description in the Employee Work Profile.*

The **Ability** to:

1. Listen to and understand information and ideas presented through spoken words and sentences.
2. Communicate information and ideas in speaking so others will understand.
3. Come up with unusual or clever ideas about a given topic or situation, or to develop creative ways to solve a problem.
4. Read and understand information and ideas presented in writing.
5. Come up with a number of ideas about a topic (the number of ideas is important, not their quality, correctness, or creativity).
6. Communicate information and ideas in writing so others will understand.
7. Speak clearly so others can understand you.
8. Apply general rules to specific problems to produce answers that make sense.
9. Imagine how something will look after it is moved around or when its parts are moved or rearranged.
10. Tell when something is wrong or is likely to go wrong. It does not involve solving the problem, only recognizing there is a problem.

Tasks

Note: *The following is a list of sample tasks typically performed by Marketing Managers. Employees in this occupation will not necessarily perform all of the tasks listed.*

1. Compile lists describing product or service offerings.
2. Confer with legal staff to resolve problems, such as copyright infringement and royalty sharing with outside producers and distributors.
3. Consult with product development personnel on product specifications such as design, color, and packaging.
4. Develop pricing strategies, balancing firm objectives and customer satisfaction.
5. Evaluate the financial aspects of product development, such as budgets, expenditures, research and development appropriations, and return-on-investment and profit-loss projections.
6. Formulate, direct and coordinate marketing activities and policies to promote products and services, working with advertising and promotion managers.
7. Identify, develop, and evaluate marketing strategy, based on knowledge of establishment objectives, market characteristics, and cost and markup factors.
8. Initiate market research studies and analyze their findings.
9. Negotiate contracts with vendors and distributors to manage product distribution, establishing distribution networks and developing distribution strategies.
10. Use sales forecasting and strategic planning to ensure the sale and profitability of products, lines, or services, analyzing business developments and monitoring market trends.

INTERESTED?

Like people, occupations have traits or characteristics. These characteristics give important clues about the nature of the work and work environment, and give you an opportunity to match your own personal interests to a specific occupation. When you choose a job in an occupation that matches your own interests you have taken an important step in planning a successful and rewarding career.

The occupation of Marketing Manager has **Enterprising** and **Conventional** characteristics as described below:

Enterprising — Enterprising occupations frequently involve starting up and carrying out projects. These occupations can involve leading people and making many decisions. Sometimes they require risk taking and often deal with business.

Conventional — Conventional occupations frequently involve following set procedures and routines. These occupations can include working with data and details more than with ideas. Usually there is a clear line of authority to follow.

LICENSURE, REGISTRATION, OR CERTIFICATION REQUIREMENTS

Generally this is not required for Marketing Managers positions in state government.

However for professional growth certification is encouraged.

Managers with the Commonwealth of Virginia are eligible for the Virginia Certified Manager Program offered by the Department of Human Resources. Web site is <http://www.dpt.state.va.us/training/cpm/cpmhome.htm>. This certificate program offers practitioner-oriented course work that builds upon management training programs offered through agencies, colleges, and universities.

The Institute of Certified Professional Managers is a certifying organization and offers a management certification program. The Institute is located at James Madison University, Harrisonburg, Virginia. Web site is <http://cob.jmu.edu/icpm>. Management Skills is the theme of the program, which emphasizes the teaching and application of real-world, practical skills and techniques over theories, and critical-thinking skills over rote knowledge.

EDUCATIONAL, TRAINING, AND LEARNING OPPORTUNITIES

Marketing Managers in the Commonwealth are responsible for marketing and selling the State, its products and services. The Commonwealth of Virginia's Marketing Managers are academically qualified, typically having a bachelor's or master's degree in business administration or a related field with an emphasis on marketing.

Most advertising, marketing, public relations, and sales management positions are filled by promoting experienced staff or related professional personnel. For example, many marketing managers are former market research analysts, sales representatives, buyers, or public relations specialists.

The individual agencies, Governor's Secretaries, and the Department of Human Resource Management offer special training opportunities for management.

The State Council of Higher Education lists the American Military University as a Virginia educational institution offering a program in marketing management and research.

For additional information on other training and career opportunities in marketing, a good resource is Marketing Research Association <http://www.mra-net.org/>.

COMMONWEALTH COMPETENCIES

Competencies are a set of identified behaviors, knowledge, skills, and abilities that directly and positively impact the success of employees and the organization. Competencies can be observed and measured. When consistently demonstrated, competencies make employees particularly effective in their work. Competencies help lay out a road map to career success. You can use the Commonwealth Competencies to help improve your individual performance by adopting behaviors that make high performing employees successful in their jobs. In this way, you can use the Commonwealth Competencies for your further professional development.

The Commonwealth Competencies are:

1. Technical and Functional Expertise
2. Understanding the Business
3. Achieving Results
4. Serving the Customer
5. Teamwork
6. Interpersonal and Communication Skills
7. Leadership and Personal Effectiveness

The above competencies may be applied to employees throughout the Commonwealth of Virginia. They can be rank-ordered by agencies and hiring managers to represent the needs of a specific job. The rank ordering will change depending upon the occupation, an organization's priorities, the actual job requirements, and the supervisor's preferences.

Career success is both about what you do (applying your technical knowledge, skills, and ability) and how you do it (the consistent behaviors you demonstrate and choose to use) while interacting and communicating with others. Hopefully, by studying the Commonwealth competencies, identifying your developmental opportunities, and working to refine your own competence, you can take charge of your career!

For additional information about the **Commonwealth Competencies** go to: http://jobs.state.va.us/cc_planningctr.htm. For the competencies, we first list the competencies and then define each. Finally, we list competency indicators; to describe what successful performance looks like.

COMMONWEALTH CAREER PATH

Career opportunities in the Commonwealth are not limited to moving “up” to the next highest role and pay band, changing positions, or to becoming a supervisor. That’s because most roles describe a broad group of occupationally related positions that perform a range of work that requires increased knowledge and skills. For that reason, Commonwealth roles describe the career paths within the same or higher-level role for the same or different Career Group. The broad salary range and the Commonwealth’s pay practices provide flexibility in recognizing career development and advancement. ([Salary Structure](#))

For example: **Marketing Manager**

PAY BANDS	PRACTITIONER ROLES

PAY BANDS	Manager Roles
4	Public Relations & Marketing Manager I
5	Public Relations & Marketing Manager II
6	Public Relations & Marketing Manager III
7	Public Relations & Marketing Manager IV

Sample Career Path

Public Relations and Marketing Manager I

The Public Relations and Marketing Manager I role provides career tracks for managers responsible for public and media relations, customer service, marketing, public awareness, and/or fund raising activities for a segment of an agency’s program or specialized program activities. Responsibilities include developing training, information and promotional materials, and policies and procedures related to a facility, supervision of staff and volunteers, and budget development.

Public Relations and Marketing Manager II

The Public Relations and Marketing Manager II role provides career tracks for managers responsible for the planning and implementation of comprehensive agency-wide programs or a major division program, supervision of staff, and utilization of program resources. Responsibilities include leadership and creativity in developing, managing, and executing public and media relations, publications, customer service, marketing, public awareness, and/or fund raising activities.

Public Relations and Marketing Manager III

The Public Relations and Manager III role provides career tracks for managers to directors responsible for the planning and implementation of comprehensive programs or a division-wide program, supervision of staff, and utilization of program resources. Responsibilities range in scope from regional to international and include leadership and creativity in developing and managing staff, policy development, executing public and media relations programs, publications, customer service, marketing, public awareness, and/or fund raising initiatives.

Public Relations and Marketing Manager IV

The Public Relations and Marketing Manager IV role provides career tracks for the executives whose responsibilities range in scope from statewide to international for an agency program or specialty area(s). Employees are responsible for extensive agency marketing and sales services, public and media relations and/or economic development and advancement programs. Duties include strategic planning, market and sales development, market and/or economic development goals and objectives, public relations and promotional initiatives, direction of staff and comprehensive fund raising strategies.

ADDITIONAL OCCUPATIONAL INFORMATION CAN BE FOUND AT:

O*NET (Occupational Information Network)

http://online.onetcenter.org/gen_search_page

Virginia Employment Commission

<http://www.alex.vec.state.va.us/>

Career One Stop

<http://www.careeronestop.org/>

Virginia Career Resource Network <http://www.vacrn.net/>