

MICHIGAN CIVIL SERVICE COMMISSION
JOB SPECIFICATION
PROMOTIONAL AGENT

JOB DESCRIPTION

Employees in this job complete or oversee a variety of professional marketing assignments to provide promotion in tourism, international and domestic trade, industry, business, recreational services, lottery, and other departmental programs.

There are four classifications in this job.

Position Code Title - Promotional Agent Trainee-E

Promotional Agent (Departmental Trainee) 9

This is the entry level and serves as a parallel classification to the Promotional Agent 9 for classified state employees who do not possess a degree. The work performed is identical to an entry-level Promotional Agent 9; the employee carries out a range of professional promotional agent assignments while learning the methods of the work.

Position Code Title - Promotional Agent-E

Promotional Agent 9

This is the entry level. The employee carries out a range of professional promotional agent assignments while learning the methods of the work.

Promotional Agent 10

This is the intermediate level. The employee performs an expanding range of professional promotional agent assignments in a developing capacity.

Promotional Agent P11

This is the experienced level. The employee performs a full range of professional promotional agent assignments in a full-functioning capacity. Considerable independent judgement is used to make decisions in carrying out assignments that have significant impact on services or programs. Guidelines may be available, but require adaptation or interpretation to determine appropriate courses of action.

Position Code Title - Promotional Agent-A

Promotional Agent 12

This is the advanced level. The employee may function as a lead worker or senior worker. At this level, employees are responsible for overseeing the work assignments of other professionals or have regular assignments which have been recognized by Civil Service as having significantly greater complexity than those assigned at the experienced level.

NOTE: Employees generally progress through this series to the experienced level based on satisfactory performance and possession of the required experience.

JOB DUTIES

NOTE: The job duties listed are typical examples of the work performed by positions in this job classification. Not all duties assigned to every position are included, nor is it expected that all positions will be assigned every duty.

Meets with federal, state and local officials or interested groups to promote marketing programs.

Plans and develops advertising, displays, literature and other promotional materials.

Initiates and implements programs and services to promote such specialized areas as tourism and the arts; low income housing; traffic safety; agricultural products, machinery and livestock, job services, workers' compensation insurance, etc.

Trains lender representatives to expedite loan portfolio packaging for prospective sellers to the state secondary market.

Solicits the cooperation of press, radio and television for the promotion of programs and services.

Contacts firms with interest in relocation or expansion; learns needs of such firms and promotes location in Michigan communities.

Matches site or plant requirements of industrial prospects with available facilities in suitable communities; arranges and attends meetings between the prospect and communities.

Formulates policies to promote and establish international trade programs for the sale of Michigan products, and the stimulation of foreign investment, consumer marketing and tourism programs.

Plans and coordinates programs to promote businesses for minorities or disadvantaged persons.

Participates in the development of lottery promotions, marketing efforts, and advertising programs.

Maintains records and prepares reports and correspondence related to the work.

Performs related work as assigned.

Additional Job Duties

Promotional Agent 12 (Lead Worker)

Oversees the work of professional staff by making and reviewing work assignments, establishing priorities, coordinating activities, and resolving related work problems.

Promotional Agent 12 (Senior Worker)

Performs on a regular basis professional promotional agent assignments which are recognized by Civil Service as more complex than those assigned at the experienced level.

JOB QUALIFICATIONS

Knowledge, Skills, and Abilities

NOTE: Some knowledge in the area listed is required at the entry level, developing knowledge is required at the intermediate level, considerable knowledge is required at the experienced level, and thorough knowledge is required at the advanced level.

Knowledge of business administration, methods and practices.

Knowledge of the production, manufacturing, and distribution requirements of major types of firms.

Knowledge of markets and principles of international or domestic trade.

Knowledge of the factors influencing the location of businesses and industry.

Knowledge of public relations and promotional methods and techniques.

Knowledge of state and federal laws, regulations and agreements relative to the work.

Knowledge of the types of informational media appropriate to the work.

Knowledge of outlets for services, products or commodities.

Knowledge of advertising methods and techniques.

Knowledge of community organizations and resources.

Knowledge of departmental services and programs.

Ability to establish and maintain effective working relationships with individuals, communities, and organizations.

Ability to represent the agency in business and governmental contacts at the state, national and international levels.

Ability to interpret and explain departmental services and programs.

Ability to maintain records, and prepare reports and correspondence related to the work.

Ability to communicate effectively with others.

Ability to maintain favorable public relations.

Additional Knowledge, Skills, and Abilities

Promotional Agent 12 (Lead Worker)

Ability to set priorities and assign work to other professionals.

Ability to organize and coordinate the work of others.

Working Conditions

Some jobs require travel.

Physical Requirements

None

Education

Possession of a bachelor's degree in any major.

Experience

Promotional Agent 9

No specific type or amount is required.

Promotional Agent 10

One year of professional experience providing professional promotional agent services equivalent to a Promotional Agent 9.

Promotional Agent P11

Two years of professional experience providing professional promotional agent services equivalent to a Promotional Agent, including one year equivalent to a Promotional Agent 10.

Promotional Agent 12

Three years of professional experience providing professional promotional agent services equivalent to a Promotional Agent, including one year equivalent to a Promotional Agent P11.

Alternate Education and Experience

Promotional Agent 9 - 12

Educational level typically acquired through completion of high school and the equivalent of at least two years of full-time active-duty experience at or above the E-6 level in the uniformed services may be substituted for the education requirement.

Promotional Agent (Departmental Trainee) 9

Education-

Educational level typically acquired through completion of high school.

Experience-

Four years of experience as an advanced 9-level worker in an ECP Group One classification.

OR

Three years of experience as an E9, E10, or E11-level worker in an ECP Group One classification.

OR

Two years of experience as an experienced level worker in an ECP Group One technician or paraprofessional classification.

OR

Two years of experience as a first-line supervisor in an ECP Group Three classification.

OR

One year of experience as a second-line supervisor in an ECP Group Three classification.

*Paraprofessional classifications are those requiring an associate's degree or two years of college.

Educational Substitution-

College credits may be substituted on a proportional basis (one year of college education may substitute for one quarter of the required experience) for up to one half of the required experience.

Special Requirements, Licenses, and Certifications

None

NOTE: Equivalent combinations of education and experience that provide the required knowledge, skills, and abilities will be evaluated on an individual basis.

JOB CODE, POSITION TITLES AND CODES, AND COMPENSATION INFORMATION

Job Code

PROMOAGT

Job Code Description

PROMOTIONAL AGENT

Position Title

Promotional Agent Trainee-E

Promotional Agent-E

Promotional Agent-A

Position Code

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Pay Schedule

NERE-002P

NERE-174

NERE-180

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09/03/2023