

STATE OF OHIO (DAS)
CLASSIFICATION
SPECIFICATION

CLASSIFICATION SERIES:
Marketing Development Analyst

SERIES NO.:
6439

MAJOR AGENCIES:
Ohio Department of Development only

EFFECTIVE DATE

SERIES PURPOSE

The purpose of the marketing development analyst occupation is to research Ohio group tour information & market destinations, attractions, accommodations & restaurants to encourage international & domestic group tour operators to use Ohio facilities.

At the full performance level, incumbents research Ohio group tour information & compile pamphlets that document destinations, attractions, accommodations & restaurants to encourage international & domestic group tour operators to use Ohio facilities.

This class is reserved for use by the Ohio Department of Development only.

CLASS TITLE
Marketing Development Analyst

CLASS NUMBER:
64391

EFFECTIVE DATE
06/26/1994

CLASS CONCEPT:

The full performance level class works under direction & requires considerable knowledge of tour marketing in order to research Ohio group tour information & compile pamphlets that document destinations, attractions & restaurants to encourage international & domestic group tour markets to use Ohio facilities.

CLASS TITLE Marketing Development Analyst	CLASS NUMBER: 64391	BARGAINING UNIT: 14
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EFFECTIVE DATE

06/26/1994

JOB DUTIES IN ORDER OF IMPORTANCE: (These duties are illustrative only. Incumbents may perform some or all of these duties or other job-related duties as assigned.)

Develops marketing strategies for domestic & international group tour market (e.g., researches & collects group tour information to help agency effectively market Ohio to travelers; compiles lists of destinations, attractions, accommodations & restaurants for group tour market; develops tours & itinerary for domestic & international group tour operators & travel agents to familiarize them with Ohio travel destinations; travels to Ohio attractions & destinations to better encourage tourism in Ohio; customizes Ohio tour packages to fit needs to customer; develops & coordinates traveling logistics to include accommodations, meals, transportation & admissions to attractions).

Attends national &/or international travel conventions/marketplaces & provides marketing & travel Ohio expertise to travel industry representatives; prepares, develops & implements variety of marketing strategies & programs (e.g., advertising, promotions, familiarization tours, newsletters, publications, direct mail, Ohio newsletter for group tour industry); makes travel presentations & speeches to travel & tourism representatives & general public; types, duplicates & mails travel literature to customers; promotes & represents interest of agency to travel industry & general public; prepares marketing & financial reports; prepares & sends sales leads to Ohio travel industry; answers travel inquiries from travel agents, tour operators & general public.

MAJOR WORKER CHARACTERISTICS:

Knowledge of marketing; public relations; agency policies & procedures in travel & tourism*. Skill in operation of personal computer*. Ability to recognize marketing opportunities & develop strategies; prepare marketing & financial reports; prepare & deliver speeches to travel & tourism representatives & general public; research travel publications & data.

(*)Developed after employment.

MINIMUM CLASS QUALIFICATIONS FOR EMPLOYMENT:

Completion of undergraduate core program in marketing, communications or journalism; must be able to provide own transportation.

-Or 2 yrs. trg. or 2 yrs. exp. in marketing, sales, travel or tourism; must be able to provide own transportation.

-Or equivalent of Minimum Class Qualifications For Employment noted above.

TRAINING AND DEVELOPMENT REQUIRED TO REMAIN IN THE CLASSIFICATION AFTER EMPLOYMENT:

Not applicable.

UNUSUAL WORKING CONDITIONS:

Requires overtime & evening work schedules.