

OCI MARKETING SPECIALIST

Basic Purpose:

Positions in this job are responsible for analyzing, developing and prioritizing market opportunities for Oklahoma Correctional Industries' (OCI) products; develops and proposes marketing plans for both internal and external customers.

Typical Functions:

- Responsible for OCI growth through marketing initiatives and communications; analyzes, quantifies and prioritizes market opportunities and develops appropriate marketing plans for each.
- Leads initiatives to create targeted customer value propositions; develops understanding of customer needs and user adoption criteria; establishes and maintains a database of OCI's customers and products.
- Performs competitive market research to apply to OCI market plans, activities, prices and customer development programs; monitors OSF automated purchasing network to identify products/services produced by OCI.
- Serves as an integral member of the OCI product development and pricing team; plans and publishes the OCI product catalog and promotional brochures.

Knowledge, Skills, and Abilities:

Knowledge of marketing techniques and programs; of HTML support for web-based communications; and of various marketing software programs. Ability to develop, implement and manage multiple marketing projects and plans; to conduct needs analyses related to product development, sales support and marketing efforts; to communicate effectively both orally and in writing; to manage customer and public relations.

Education and Experience:

Statutorily Required: N/A

Minimum Qualifications: Bachelor's degree and two (2) years professional experience in developing and implementing marketing strategies and programs.

Oklahoma Department of Corrections
Unclassified Job Descriptor

OCI MARKETING SPECIALIST

Preferred Qualifications: Master's degree in marketing, business administration or a closely related field with four (4) years experience in developing and implementing marketing strategies and programs.