

**MONTGOMERY COUNTY GOVERNMENT, VIRGINIA
POSITION DESCRIPTION**

TITLE: MARKETING AND RESEARCH SPECIALIST

GENERAL DESCRIPTION

The essential function of the position within the organization is to research, evaluate, and maintain comprehensive economic research data. The position is responsible for analyzing economic data, preparing materials and proposals, developing database, maintaining economic research program, and designing related publications. The position develops and implements programs within organizational policies; reports major activities to executive level administrators through conferences and reports.

PRIMARY DUTIES: *This list represents the essential tasks performed by the position. Employees may be assigned additional duties by management as required.*

Researches and analyzes comprehensive economic research data through various methodologies and makes recommendations accordingly.

Prepares presentation materials and proposals for maintaining and obtaining additional revenue for the County.

Develops and maintains an automated database of commercial and industrial real estate within the County.

Maintains a comprehensive economic research program using resources such as the media, literature, the Internet, and personal interviews.

Designs, updates, and publishes publications relating to economic development.

Responds to and follows up with inquiries, concerns, and leads regarding property information, economic expansion, and related issues.

Gathers and evaluates demographic and other related information and provides statistical data to support studies and reports.

Performs related tasks as necessary such as assisting special projects; maintaining departmental records; serving as departmental liaison for economic development meetings; other support tasks assigned by management.

DATA RESPONSIBILITY: *Data refers to information, knowledge, and conceptions obtained by observation, investigation, interpretation, visualization, and mental creation. Data are intangible and include numbers, words, symbols, ideas, concepts, and oral verbalizations.*

Compiles, examines, or evaluates data or information and possibly recommends action based on results.

PEOPLE RESPONSIBILITY: *People refers to individuals who have contact with or are influenced by the position.*

Persuades or influences others in favor of a service, course of action, or point of view.

INVOLVEMENT WITH THINGS: *Things refers to inanimate objects such as substances, materials, machines, tools, equipment, work aids, or products. A thing is tangible and has shape, form, and other physical characteristics.*

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Leads or handles machines, tools, equipment, or work aids involving moderate latitude for judgment regarding attainment of standard or in selecting appropriate items, such as GIS software, digital cameras, the Internet, scanners, and software programs such as word processing, spreadsheets, graphics and presentation software, or custom applications.

ASSETS RESPONSIBILITY: *Assets responsibility refers to the responsibility for achieving economies or preventing loss within the organization.*

Requires some responsibility for achieving minor economies and/or preventing minor losses through the handling of or accounting for materials and supplies.

SAFETY OF OTHERS: *Safety of others refers to the responsibility for other people's safety, either inherent in the job or to assure the safety of the general public.*

Requires no responsibility for the safety and health of others.

MATHEMATICAL REQUIREMENTS: *Mathematics deals with quantities, magnitudes, and forms and their relationships and attributes by the use of numbers and symbols.*

Uses practical application of fractions, percentages, ratios and proportions, measurements, or logarithms; may use algebraic solutions of equations and equalities, deductive geometry, and/or descriptive statistics.

COMMUNICATIONS REQUIREMENTS: *Communications involves the ability to read, write, and speak.*

Reads journals and manuals; composes specialized reports and business letters using proper format and grammar; speaks to groups of coworkers and people outside the organization.

COMPLEXITY OF WORK: *Complexity of work addresses the analysis, initiative, ingenuity, creativity, and concentration required by the position and the presence of any unusual pressures.*

Performs work involving the application of logical principles and thinking to solve practical problems within or applying to a unit or division of the organization; requires continuous, close attention for accurate results and frequent exposure to unusual pressure.

IMPACT OF DECISIONS: *Impact of decisions refers to consequences such as damage to property, loss of data or property, exposure of the organization to legal liability, or injury or death to individuals.*

Makes decisions with moderately serious impact - affects work unit and may affect other units or citizens.

EDUCATION AND EXPERIENCE REQUIREMENTS

EDUCATION REQUIREMENTS: *Education requirements refers to job specific training and education required for entry into the position.*

Requires education or training equivalent to a bachelor's degree in marketing, business administration, or a closely related field.

LICENSES, CERTIFICATIONS, AND REGISTRATIONS REQUIRED: *Licenses, certifications, and registrations refers to professional, state, or federal licenses, certifications, or registrations required to enter the position.*

Requires valid Driver's License. May require (very limited) overnight travel to attend meetings or continuing educational opportunities.

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EXPERIENCE REQUIREMENTS: *Experience refers to the amount of work experience that is required for entry into the position that would result in reasonable expectation that the person can perform the tasks required by the position.*

Prefer one-two years work experience in a related field or general business environment.

AMERICANS WITH DISABILITIES REQUIREMENTS

PHYSICAL DEMANDS: *Physical demands refers to the requirements for physical exertion and coordination of limb and body movement.*

Requires sedentary work involving standing or walking for brief and some dexterity in operating office equipment.

UNAVOIDABLE HAZARDS: *Unavoidable hazards refers to unusual conditions in the work environment that may cause illness or injury.*

The position is exposed to traffic.

SENSORY (ADA) REQUIREMENTS: *Sensory requirements refers to hearing, sight, touch, taste, and smell necessary to perform the tasks required by the position efficiently.*

The position requires normal visual acuity and field of vision, hearing, speaking, color perception, and depth perception.

AMERICANS WITH DISABILITIES ACT COMPLIANCE

The Montgomery County Government of Virginia is an Equal Opportunity Employer. ADA requires the County to provide adequate accommodations to qualified persons with disabilities. Prospective and current employees are encouraged to discuss ADA accommodations with management.

4/4/08