

**State of Michigan
Civil Service Commission**
Capitol Commons Center, P.O. Box 30002
Lansing, MI 48909

Position Code 1. PROMAGTAA17N

POSITION DESCRIPTION

This position description serves as the official classification document of record for this position. Please complete the information as accurately as you can as the position description is used to determine the proper classification of the position.

2. Employee's Name (Last, First, M.I.)	8. Department/Agency DOC-MICHIGAN STATE INDUSTRIES
3. Employee Identification Number	9. Bureau (Institution, Board, or Commission) Budget and Operations Administration (BOA)
4. Civil Service Position Code Description PROMOTIONAL AGENT-A	10. Division Michigan State Industries (MSI)
5. Working Title (What the agency calls the position) Sales and Marketing Representative	11. Section Sales
6. Name and Position Code Description of Direct Supervisor GUTHRIE, CHAD A; DEPARTMENTAL MANAGER-3	12. Unit
7. Name and Position Code Description of Second Level Supervisor HEHRER, MADYSON M; STATE ADMINISTRATIVE MANAGER-1	13. Work Location (City and Address)/Hours of Work Grandview Plaza; 206 E Michigan Ave., Lansing, MI 48933 / Monday – Friday / 8:00AM – 5:00PM

14. General Summary of Function/Purpose of Position

This position functions as a Promotional Agent with the MDOC Michigan State Industries (MSI). The position is the recognized resource for Inside Sales and Digital Marketing functions. This position interprets and organizes complex and detailed information for high-value sales from customers to provide accurate information for the correct commodity that is requested. This requires working with several agencies, several MSI manufacturing operations, travel to customer locations, and extensive knowledge of MSI capabilities. This position is also responsible for keeping the MSI website current, creating catalogs, brochures, flyers, advertisements, and email marketing campaigns as well as working with PIO and outside digital marketing agencies to promote MSI items. The Promotional Agent is responsible for actively selling all MSI products and services to both current and potential customers. Assist in obtaining product or marketing information as necessary. The objective is to maximize sales of MSI products while minimizing cost of sales. Provide follow up service to customer requests. Required to occasionally attend trade shows and conferences as needed (in state and out of state), set up and take down MSI booth. Responsible for coordinating with manufacturing operations and serving as a liaison between customers and factory operations. The sales territory covers the entire State of Michigan.

15. Please describe the assigned duties, percent of time spent performing each duty, and what is done to complete each duty.

List the duties from most important to least important. The total percentage of all duties performed must equal 100 percent.

Duty 1

General Summary:

Percentage: 70

Serves as a recognized resource for Inside Sales and Digital Marketing functions by preparing complex quotes for high-value sales, collaborating with customers and MSI Operations to develop or modify products, closing major sales that generate over \$1 million annually, and managing competitive annual bids using historical data, cost analysis, and operational forecasts. Field incoming inquiries from current and potential customers, provide price quotations, close sales and follow up on delivery inquiries with the factory and distribution center, serve as a liaison between the customer and factory regarding inquiries for new products and/or modifications of existing ones and resolving customer complaints. Make sales calls and appointments with government entities and 501(c)3 non-profit organizations, in a designated, mostly in-state, territory and as directed by Sales Manager. This position will also keep the MSI website updated with new items, price changes, product descriptions and images and other updates, and will work with MDOC PIO as well as contracted digital marketing firms to promote MSI items and events via digital media, including mass emailing. Sales representatives accomplish this through establishing good customer relations using sound, standard business practices. Responsibilities include maintaining, monitoring and recording account sales and communicating with agency staff to keep and grow existing non-MDOC accounts. Additional responsibilities include keeping abreast of price increases, providing new fiscal year pricing and providing Sales Manager with marketing information when needed.

Individual tasks related to the duty:

- Provide multi-line complex quotes requiring detailed information for large quantity high value sales supporting customer accounts that regularly exceed \$100,000 annually.
- Work together with non-MDOC customers and MSI Operations staff to develop new items or alter current items to fulfil customer requests.
- Close high profile sales supporting MSI Operations that regularly exceed \$1M in annual revenue and rely on sales to support the program.
- Complete complex annual bids for commodities that Governmental Agencies procure using information from past bids, current costing, and MSI Operational capacity forecasts in an incredibly competitive free market environment.
- Provide price quotations and product descriptions to customers for all MSI products.
- Access Customer Relations Management software to track orders and inquiries and run reports.
- Meets with federal, state and local officials or interested groups to promote marketing programs.
- Plans and develops advertising, displays, literature and other promotional materials.
- Solicits the cooperation of press, radio and television for the promotion of programs and services.
- Maintains records and prepares reports and correspondence related to the work.
- Performs related work as assigned.

Duty 2

General Summary:

Percentage: 10

Establish and maintain good customer relations. Provide written monthly reports and other reports upon request. Control travel expenses as outlined by State Travel and Vehicle Use guidelines and as authorized by Departmental budgets and policies and MSI management and policies.

Individual tasks related to the duty:

- Maintain a written weekly sales call schedule or calendar on Outlook.
- Complete monthly reports, travel expense vouchers, and vehicle usage reports.
- Optimize sales call schedules to ensure all travel is direct, efficient and to the benefit of the State.

Duty 3

General Summary:

Percentage: 5

Attend in-state, regional and national trade shows to participate in the sales and promotion of MSI products and services as required or directed by Sales Manager or MSI Management. This may involve working weekends and evenings and may include overnight stays and out-of-state travel.

Individual tasks related to the duty:

- Staff a booth at trade shows.
- Help set up and teardown displays.

Duty 4

General Summary:

Percentage: 5

Provide written and/or verbal market and/or product information or research as needed to ensure the mission of MSI is met. Complete price comparisons and competitor analysis as needed or when directed by Sales Manager.

Individual tasks related to the duty:

- Attend bid openings and obtain bid information.
- Generate new product analysis including potential customers, competitors' information and pricing and potential sales volume.
- Participate in new product development meetings.

Duty 5

General Summary:

Percentage: 5

Complete other projects or duties as necessary to meet the mission of MSI, MDOC or as directed by management.

Individual tasks related to the duty:

- Submitting orders for samples, provide marketing department with input for generating product flyers/information sheets and training other staff members.

Duty 6

General Summary:

Percentage: 5

Communicate with factory representatives (Superintendents) relative to product design, manufacturing capabilities and delivery (production) schedules.

Individual tasks related to the duty:

- Meeting with factory staff or supervisors to discuss new products or customer requested changes.

16. Describe the types of decisions made independently in this position and tell who or what is affected by those decisions.

Determining sales schedule, content, strategy and routing. Proper scheduling affects the relationship with the customer and is necessary to ensure maximum ability to complete a successful sale. Detailed scheduling allows for minimized selling costs, efficient operation of and communication to MSI sales department and MSI overall.

Some decisions regarding handling of customer complaints. Proper handling of complaints ensures optimal return business and customer satisfaction while minimizing cost to the factory and MSI.

17. Describe the types of decisions that require the supervisor's review.

Handling of customer complaints. New and custom product manufacturing and pricing. Trade show/convention attendance. Overnight and out-of-state business travel. Customer acceptance for credit sales.

18. What kind of physical effort is used to perform this job? What environmental conditions in this position physically exposed to on the job? Indicate the amount of time and intensity of each activity and condition. Refer to instructions.

Extensive travel by state owned vehicle in all weather conditions. Required to go inside prisons, jails or detention facilities to make sales calls or as needed to visit prison-based factories. Loading and unloading vehicles with product samples and taking them in and out of customers' business locations. Items include clothing, shoes, or other products as needed for sales calls. Set up trade show displays several times a year. This includes set up of backdrop, clothing racks, and other displays. Occasionally requires the moving of furniture.

19. List the names and position code descriptions of each classified employee whom this position immediately supervises or oversees on a full-time, on-going basis.

Additional Subordinates

20. This position's responsibilities for the above-listed employees includes the following (check as many as apply):

- | | |
|-------------------------------------------------------------|------------------------------------------------------------|
| <input type="checkbox"/> Complete and sign service ratings. | <input type="checkbox"/> Assign work. |
| <input type="checkbox"/> Provide formal written counseling. | <input type="checkbox"/> Approve work. |
| <input type="checkbox"/> Approve leave requests. | <input type="checkbox"/> Review work. |
| <input type="checkbox"/> Approve time and attendance. | <input type="checkbox"/> Provide guidance on work methods. |
| <input type="checkbox"/> Orally reprimand. | <input type="checkbox"/> Train employees in the work. |

N

N

22. Do you agree with the responses for items 1 through 20? If not, which items do you disagree with and why?

Yes

23. What are the essential functions of this position?

To make sales calls on all current and potential customers in a professional, timely and efficient manner to sell current MSI products and services. Manage officer recruit uniform initial issue.

Maintain cordial and professional relationships with customers, Lansing Central Office staff and other MSI staff located at various facilities.

24. Indicate specifically how the position's duties and responsibilities have changed since the position was last reviewed.

The PD is being updated to reflect the recognized resource function of the position, which is primarily for inside sales and digital marketing functions for MSI Sales. This position interprets and organizes complex and detailed information for high-value sales from customers to provide accurate information for the correct commodity that is requested. This position is also responsible for keeping the MSI website current, creating catalogs, brochures, flyers, advertisements, and email marketing campaigns as well as working with PIO and outside digital marketing agencies to promote MSI items.

25. What is the function of the work area and how does this position fit into that function?

This work area is responsible for generating sales of products manufactured by prison workers. This includes taking orders, handling customer relations, providing product information and handling bid-quote requests. Further, this work area is involved in providing marketing/sales information and product production goals.

This position is involved in generating and selling the products and collecting marketing/sales information for production.

26. What are the minimum education and experience qualifications needed to perform the essential functions of this position.

EDUCATION:

Possession of a bachelor's degree in any major.

EXPERIENCE:

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.

Selective Position Requirement (SPR): Minimum 2 years of Industries Production Leader (IPL) 10 or greater experience.

Experience providing professional promotional agent services equivalent to a Promotional Agent in State Service, including one year equivalent to a Promotional Agent 10 is preferred.

KNOWLEDGE, SKILLS, AND ABILITIES:

- Skills in direct sales, preferably including sales of a wide variety of products to various customers with diverse locations.
- Knowledge of basic marketing and sales research.
- Knowledge of, strategizing targets and professional presentation in all regards.
- Knowledge of advertising methods and techniques.

- Knowledge of outlets for services, products or commodities.
- Knowledge of the production, manufacturing, and distribution requirements of major types of firms.
- 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.
- Knowledge of the types of informational media appropriate to the work.
- 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.

CERTIFICATES, LICENSES, REGISTRATIONS:

None

NOTE: Civil Service approval does not constitute agreement with or acceptance of the desired qualifications of this position.

I certify that the information presented in this position description provides a complete and accurate depiction of the duties and responsibilities assigned to this position.

Supervisor

Date

TO BE FILLED OUT BY APPOINTING AUTHORITY

Indicate any exceptions or additions to the statements of employee or supervisors.

N/A

I certify that the entries on these pages are accurate and complete.

KATLYN SAYLOR

2/23/2026

Appointing Authority

Date

I certify that the information presented in this position description provides a complete and accurate depiction of the duties and responsibilities assigned to this position.

Employee

Date