

MARKETING COORDINATOR (Competency-Based)

APPENDIX A

O*NET CODE 13-1161.00

This training outline is a minimum standard for Work Processes and Related Instruction. Changes in technology and regulations may result in the need for additional on-the-job training.

WORK PROCESSES

A. Workplace Orientation

1. Describe workplace organizational structure.
2. Describe workplace policies and procedures.
3. Demonstrate an understanding of general ideas regarding workplace ethics, interpersonal communication, and general management.
4. Practice active listening and complex problem solving when handling customer inquiries.

B. Marketing Research and Analytics

1. Initiate market research studies to understand the key drivers for performance improvement and communicates the cause and effect for each.
2. Understand how market trends change and be able to explain the cause and effect for each.
3. Actively apply concepts of market segmentation and of the competitive landscape to improve existing processes.
4. Use analytical tools such as Tableau, PowerBI, Google Analytics, Hubspot, etc. to produce concise reports.
5. Create reports using market data and insights gathered from surveys and datasets.
6. Utilize reports to create customized plans to market new items and campaigns.
7. Synthesize marketing findings and develop appropriate documentation to explain the changes based on the marketing trends.
8. Compile customized reports for leadership and various teams depending on their needs.

9. Devise tracking tools to capture market insight data on an ongoing basis, e.g. daily, weekly, monthly, and annually.

C. Marketing Content and Materials

1. Design marketing content and materials for various audiences and purposes.
2. Create graphic materials using photo editing tools and software such as Adobe Photoshop, Microsoft Publisher, etc.
3. Collaborate with various teams to ensure marketing materials reflect current marketing initiatives and objectives.
4. Coordinate with internal teams to recommend changes for future materials and content.

D. External Partner Research and Management

1. Collaborate effectively to manage external partner deliverables.
2. Actively participate in external partner negotiations.
3. Provide recommendations based on external partner proposals and performance.
4. Independently manage external partner logistics given the needs of the project or organization.

E. Marketing Technology

1. Train colleagues on technological platforms or programs identified by employers or signatories.
2. Use technology to provide recommendations and more efficiently accomplish project goals.
3. Independently identify which platform function is needed to accomplish a given task.

F. Project Management and Execution

1. Communicate with colleagues about task prioritization.
2. Independently manages aspects of campaigns and proactively communicates needs when necessary.
3. Make decisions that maximize the project goals and budget.

Approximate Total Hours 1000-2000

Apprentices in Competency-Based Programs shall participate in no fewer than 1,000 documented hours of on-the-job training, and until they have demonstrated competency for each Work Process, with the understanding competency will be demonstrated reasonably proximate to the maximum on-the-job training hours. Competency Assessment referenced in Appendix B.

Apprenticeship work processes are applicable only to training curricula for apprentices in approved programs. Apprenticeship work processes have no impact on classification determinations under Article 8 or 9 of the Labor Law. For guidance regarding classification for purposes of Article 8 or 9 of the Labor Law, please refer to <https://dol.ny.gov/public-work-and-prevailing-wage>.

MARKETING COORDINATOR

APPENDIX B

RELATED INSTRUCTION

Workplace

1. Sexual Harassment Prevention – must comply with section 201-g of the Labor Law

Job Skills and Theory

1. Business Management Strategies
2. Computer Literacy
3. Data Analysis
4. English Composition
5. Basic Arithmetic
6. Spreadsheets
7. Databases
8. Introduction to Marketing
9. Introduction to Management
10. Public Speaking
11. Business Analytics
12. Consumer Behavior
13. Communication for Business Professionals
14. Introduction to Copywriting
15. Introduction to Advertising
16. Business Ethics
17. Oral and Written Communication Skills
18. Independent and Collaborative Working
19. Project Management
20. Customer Service Skills
21. Complex Problem Solving
22. Evaluating Risks
23. Active Listening

Competency Assessment

1. Test Preparation
2. Written/Practical Proficiency Examination(s)

At least 144 hours of Related Instruction must be available for the apprentice at the time of his/her indenture. However, the apprentice may test out earlier if able to demonstrate competence for each topic on the Related Instruction outline.

Appendix B topics are approved by New York State Education Department.