

CPSM

CERTIFIED PROFESSIONAL SERVICES MARKETER

INDUSTRY - GOVERNMENT

PRINCIPAL/CORPORATE EXECUTIVE (20-30 YRS): Responsible for policy making, management overview, and monitoring marketing program progress. Influence "non-marketing" operations to align with business/ marketing plan goals.

CHIEF MARKETING OFFICER (15-20 YRS): Develop comprehensive business and marketing plans, marketing strategies, and serve as primary strategy advisor to the principals. Approve budgets and allocate funds to support strategy and goals reflected with the firm's mission.

MARKETING DIRECTOR/BUSINESS DEVELOPMENT DIRECTOR

(10-15 YRS): Contribute to marketing/communications/strategy business plans. Develop and manage budgets. Identify and oversee business development opportunities and marketing activities according to the approved business plans.

MARKETING MANAGER/BUSINESS DEVELOPMENT

MANAGER (5-10 YRS): Lead marketing pursuits and activities to achieve goals set by leadership. Manage collateral materials development, public relations and advertising programs, corporate identity development and implementation, special events, direct-mail programs, and market research activities.

MARKETING ASSISTANT/COORDINATOR (0-5 YRS): Learning and working on general marketing approaches and activities for a business. This includes compiling information for proposal responses such as resumes, boilerplate information, project descriptions, etc. Assist with conferences and market/industry research.

