

DESCRIPTION: Under the general supervision of the Deputy Director of Cornhusker State Industries (CSI), this administrative level managerial position is responsible for the planning, development and implementation of statewide sales programs utilizing the products and services of the correctional industry labor program for the Department of Correctional Services. Performs related work as assigned.

EXAMPLES OF WORK: (A position may not be assigned all the duties listed, nor do the listed examples include all the duties that may be assigned.)

Seeks technical advice and assistance from labor, business, educational and industrial organizations to expand the customer base, market scope and public outreach for CSI products and services.

Coordinates and provides technical assistance in the development of new correctional industries and the upgrading of current correctional industries to provide viable employment opportunities for the offender.

Analyzes the marketing and production capabilities of Correctional Industries to increase the effectiveness of Correctional Industries as a rehabilitative process.

Coordinates with the institutional staff and classification committees to ensure proper use of offender talents, initiatives and desires in specific job and training assignments.

Supervise, direct, monitor and track sales and marketing staff activities including sales calls, targeting of specific customer groups, and oversee CSI internal order desk, including staff and inmate workers. Supervise CSI satellite offices in western and/or Omaha metro locales.

Set and meet sales goals, targets and objectives in collaboration with related CSI internal production, engineering and warehouse shops. Ensure CSI profitability in conjunction with CSI production capacity to ensure sustainable, long-term growth of the correctional industry program.

Supervise and direct marketing efforts, including catalog, pricing, and brochure creation and distribution; oversee website for product ordering and ensure that products, pricing and presentation are all correct; direct marketing vehicles, including lead generation, tracking, and research, showroom upkeep, and trade show/conference attendance and presentations.

Oversee new product research and implementation to fill vacancies in CSI product lines, in cooperation with CSI internal areas, to make CSI more efficient and responsive to customer and marketplace demands.

Analysis of marketing trends as necessary.

Track sales and stock by use of E1 reports and spreadsheets, oversee sales order completion so that all details, layouts, and instructions are fully communicated to shops, customers, and warehouse. Oversee OH Purchase Order process for all state agencies using E1 system and maintain confidentiality of information.

Project management and problem resolution, including coordination with CSI Quality Initiatives.

CORRECTIONS INDUSTRIES SALES MANAGER (continued)

Coordinates the programs already underway with the State Game and Parks Commission and interfaces jobs available with training opportunities for outside employment.

KNOWLEDGE, SKILLS AND ABILITIES REQUIRED: (These are needed to perform the work assigned.)

Knowledge of: employment opportunities in the community; industrial management and various types of industries; farm operations and management; agency rules and regulations and relevant state statutes; offender pay and incentive programs.

Ability to: conduct analytical research; coordinate programs with other departments, other correctional services and other state agencies; coordinate programs with other departments, other correctional services and other state agencies; develop a comprehensive job placement and referral program.

Skill in: oral and written communication.

MINIMUM QUALIFICATIONS: (Applicants will be screened for possession of these qualifications. Applicants who need assistance in the selection process should request this in advance.)

Bachelor's degree in Business Administration, Marketing, Engineering, Business Management, Industrial Management or related field plus three years of sales or marketing experience in a retail or commercial environment, or equivalent experience in the business operations side (financial, procurement, sales management, marketing or other) of either private or government sector; and four years supervisory experience. Additional related experience may substitute for the education requirement on a year-for-year basis.