

PORT FREEPORT, TEXAS



Title: Sales and Marketing Specialist

Class Code: ms

Pay Grade: 120

This Class Description does not constitute an employment agreement between the Port and an employee and the statements herein are intended to describe the general nature and level of work being performed by individuals assigned to this position. They are not intended to be an exhaustive list of all responsibilities, duties, knowledge, skills and abilities required of personnel so classified in this position. The position description is subject to change by the Port as the needs of the Port and requirements of the position change.

General Description

The purpose of this job/class within the organization is to ensure Port Freeport is marketed through multiple platforms globally and locally while maintaining brand consistency, highlighting the Port's key strategic objectives, and staying within budgetary limits.

This job/class works under general supervision, independently developing work methods and sequences.

Duties and Responsibilities

The functions listed below are those that represent the majority of the time spent working in this job/class. Management may assign additional functions related to the type of work of the job/class as necessary.

Essential Functions:

- Monitors Brand Equity standards. Monitors all printed media i.e. industry and community publications and monitors social media platforms i.e. Facebook, LinkedIn and Twitter to ensure proper Brand Equity standards ensuring clear, effective, consistent and concise communications.
- Oversees placement of all advertising. Supervises media production and the direct or agency placement of all advertising maintaining the integrity of the Port Freeport marketing / media plan.
- Maintains Port Freeport website. Monitors and updates the Port Freeport website as necessary with current Port Freeport information and appropriate related information and links. Monitors and reports on website visits to Director of Business Development. Responds to requests for information.
- Acts as a liaison of behalf of Port Freeport. At the direction of the Director of Business Development, attends sales meetings and maintains active liaison



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with various pre-approved media, vendors and professional transportation clubs.

- Maintains Business Development budget. Monitors the budget for marketing, promotional materials and travel, entertainment, supplies and data research.

Additional Duties:

Tariff Updates and Maintenance. Update tariff rates or terms as required, retaining proper format and appearance, notifying tariff users of changes.

Maintains client database information Organizes and periodically updates client database information for the Directors of Business Development and Economic Development and Executive Management (CEO and CFO).

Supervises market/statistical research functions. Supplies marketing data, information, research and statistics as required to monitor trends for the Port and competing ports. Selectively uses shipping databases such as PIERS to document cargo flows.

Supervises / Performs financial research. Supplies financial reports to Director of Business Development and Director of Economic Development from Dun & Bradstreet and other sources when needed to make financial decisions.

At the direction of the Director of Business / Economic Development, or at the request of Executive Management, initiates market research and statistics analysis, as required to monitor trends for the Port and competing ports. Selectively uses shipping databases to document cargo flows.

Manages and maintains departmental records and inventory/supplies. Organizes, files and archives all records pertaining to sales, marketing, and public relations. Responsible for maintaining departmental inventory and supplies.

Supports other departments as required and directed by Director of Business Development. (i.e. Accounting, Administration, etc.)

Conducts tours, participates directly in sales and marketing social functions, and participates in planning of Port receptions and events related to Business Development.



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Responds, evaluates and follows up on sales leads and forwards them to Director of Business Development.

Prepares documentation, letters, bids, term sheets and presentations as required by Director of Business Development.

Processes invoices, purchase orders, and manages expenditures as per budget guidelines.

Operates Port owned drone as required. (Training and certification will be provided).

Performs all tasks as assigned and authorized by the Director of Business Development.

Responsibilities, Requirements and Impacts

Data Responsibility:

Data Responsibility 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.

Collects, classifies or formats data or information in accordance with a prescribed schema or plan to facilitate the identification and extraction of useful information.

People Responsibility:

People include co-workers, workers in other areas or agencies and the general public.

Provides information, guidance or assistance to people that directly facilitates task accomplishment; may give instructions or assignments to helpers or assistants.

Asset Responsibility:

Assets responsibility refers to the responsibility for achieving economies or preventing loss within the organization.

Requires responsibility and opportunity for achieving moderate economies and/or preventing moderate losses through the management of assigned areas of



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responsibilities; handling supplies of high value consistent with the operation of a small division or department.

Mathematical Requirements:

Mathematics requires the use of symbols, numbers and formulas to solve mathematical problems.

Use addition and subtraction, multiplication and division, and/or and calculate ratios, rates and percent.

Communications Requirements:

Communications involves the ability to read, write, and speak.

Reads journals, manuals, and professional publications; speaks informally to groups of co-workers, staff in other departments, the general public, people in other organizations, and presents training; composes original reports, training and other written materials, using proper language, punctuation, grammar, and style.

Judgment Requirements:

Judgment requirements refer to the frequency and complexity of judgments and decisions given the stability of the work environments, the nature and type of guidance, and the breadth of impact of the judgments and decisions.

Decision-making is a significant part of the job, affecting a large segment of the organization and the general public; works in a dynamic environment, responsibilities include providing assistance in developing policies and practices.

Complexity of Work:

Complexity addresses the analysis, initiative, ingenuity, concentration and creativity, required by the job and the presence of any unusual pressures present in the job.

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



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Impact of Errors:

Impact of errors refers to consequences such as damage to equipment and property, loss of data, exposure of the organization to legal liability, and injury or death for individuals.

Property Damage & loss of life – Minor

Data loss – Minor

Exposure to legal liability – **Serious**

Brand loss - **Serious**

Economic loss - Moderate

Physical Demands:

Physical demands refer to the requirements for physical exertion and coordination of limb and body movement.

Performs sedentary work that involves walking or standing some of the time and involves exerting up to 10 pounds of force on a regular and recurring basis or sustained keyboard operations.

Equipment Usage:

Equipment usage involves responsibility for materials, machines, tools, equipment, work aids, and products.

Handles or uses computers or work aids involving little or no latitude for judgment regarding attainment of a standard or in selecting appropriate items.

Unavoidable Hazards:

Unavoidable hazards refer to the job conditions that may lead to injury or health hazards even though precautions have been taken.

None.

Safety of Others:

*Safety of others refers to the level of responsibility for the safety of others, either inherent in the job or to ensure the safety of the general public. **(Does not include safety of subordinates).***



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Position requires some responsibility for the safety and health of others and/or continuous enforcement of the laws and standards of public health and safety.

Minimum Education and Experience Requirements:

The preferred way to obtain the minimum knowledge, skills and abilities to perform the essential duties and responsibilities of this position are listed below. The Port reserves the right to allow substitutions in the event that a candidate or incumbent exceeds requirements in one area but may be deficient in another.

Requires Bachelor's Degree in Business Administration or Maritime Administration with focus on Marketing, Finance, International Business or Economics. Eight years of professional experience will be considered in lieu of a Bachelor's Degree.

A minimum of 3 years professional experience required.

Special Certifications and Licenses:

Valid TX State driver's license.

Valid TWIC certification.

Americans with Disabilities Act Compliance

Port Freeport is an Equal Opportunity Employer. The ADA requires the Port to provide reasonable accommodations to qualified persons with disabilities. Prospective and current employees are encouraged to discuss ADA accommodations with management.

Emergency Management Responsibilities

During emergency conditions, all Port employees are subject to being called to work in the event of a disaster, such as a hurricane, or other emergency situation and are expected to perform emergency service duties, as assigned.

Organization-wide Employee Responsibilities

All employees must establish and maintain effective working relationships with the general public, co-workers, elected and appointed officials and members of diverse cultural and linguistic backgrounds, regardless of race, color, religion, gender, national origin, age, marital status, political affiliation, familial status, disability, sexual orientation, pregnancy, or gender identity and expression.

