

POSITION DESCRIPTION APPROVAL

Department:	0100 - EXECUTIVE DEPARTMENT
Agency:	0A04 - Louisiana Housing Corporation
Position Number:	50575344

Allocation Action:	New Position
Official Allocation:	MARKETING REP 2
Job Code:	159230
Pay Level:	AS-616
Delegated:	No
Career Progression Group:	Yes
Master Job Description:	No
Effective Date:	08/20/2019
Position Audited:	No
Audit Date:	
Comments:	

Log Number:	160676
Consultant:	SLP
Supervisor:	PDA



STATECIVILSERVICE

POSITION DESCRIPTION

Form Revision Date: 11/2016

STATE CIVIL SERVICE
P.O. BOX 94111 – CAPITOL STATION
BATON ROUGE, LA 70804-9111
SCSPDS@la.gov

1 TYPE OF REQUEST

Check appropriate request boxes. If master job description, please attached master list of positions.

☐ UPDATE ☐ AGENCY APPEAL ☐ MASTER ____ # requested☐ JOB CORRECTION ☐ 5.3 APPEAL☒ CAREER
PROGRESSION GROUP☒ NEW POSITIONMAJOR AGENCY CODE &
PERSONNEL AREA CODE

0A04

POSITION NUMBER

CURRENT OFFICIAL JOB TITLE (IF POSITION IS IN A CPG, LIST CAP OF ALLOCATION)

CURRENT PAY LEVEL

CURRENT OFFICIAL JOB CODE

REQUESTED OFFICIAL JOB TITLE

REQUESTED PAY LEVEL

REQUESTED OFFICIAL JOB CODE

Marketing Representative 2

AS616

159230

2 INFORMATION REQUIRED FOR NEW POSITION FOR LA GOV HCM AGENCIES ONLY

ORGANIZATIONAL UNIT NUMBER
50378207

COST CENTER NUMBER /FUND

WORK PARISH
East Baton RougePERSONNEL SUBAREA
5000

EMPLOYEE GROUP (CHOOSE ONE)

☐ FT HOURLY ☒ FT SALARY ☐ PT HOURLY

3 GENERAL INFORMATION

EMPLOYEE'S NAME – LAST, FIRST
VACANT

Employee Qualifies For Job

☐ Yes ☐ No

HUMAN RESOURCES CONTACT

Denise Ackoury

AGENCY/DEPARTMENT – OFFICE – DIVISION

Louisiana Housing Corporation / Public Affairs / Quail

HUMAN RESOURCES TELEPHONE

(225) 763-8841

OFFICIAL TITLE OF SUPERVISOR

Director of Public Affairs

DIRECT SUPERVISOR'S POSITION NUMBER

50479588

HUMAN RESOURCES EMAIL

dackoury@lhc.la.gov

4 COMPARATIVE POSITIONS

List positions that have similar or identical duties to this position.

INCUMBENT NAME

POSITION NUMBER

OFFICIAL JOB TITLE / AGENCY

Crystal Casher

50457541

Marketing Representative 2

5 SUPERVISORY ELEMENTS

ORGANIZATIONAL CHART MUST BE ATTACHED

☐ DETERMINES WORK ASSIGNMENTS ☐ RECOMMENDS HIRING/PROMOTIONS ☐ TRAINS STAFF☐ REVIEWS AND APPROVES WORK ☐ PREPARES & SIGNS PES RATING ☐ APPROVES LEAVE

0

NUMBER OF
DIRECT
SUBORDINATES

6 ATTACHMENTS

Check to indicate attachments.

☒ Organizational Chart (required) ☒ Duties / Responsibilities (required) ☐ Comments ☐ MJD Position Numbers ☐ Contracted Personnel Form

7 SIGNATURES

Sign and print below.

EMPLOYEE

DATE

☐ I certify that the information in this document is true and correct to the best of my knowledge.
☐ I certify that I have reviewed the position description. I disagree with a portion of the contents and have attached comments.

DIRECT SUPERVISOR

DATE

☐ I certify that I agree with this document.
☐ I certify that I have reviewed the position description. I disagree with a portion of the contents and have attached comments.

APPOINTING AUTHORITY (required)

DATE

☒ I certify that I agree with this document.
☐ I certify that I have reviewed the position description. I disagree with a portion of the contents and have attached comments.E. KEITH CUNNINGHAM, JR.
EXEC. DIRECTOR

PRINT NAME AND TITLE OF APPOINTING AUTHORITY

8/19/19

8 JOB DUTIES AND RESPONSIBILITIES

Provide a brief statement describing the function of work or reason why the position exists. List duties indicating the percent of time spent for each area of responsibility. If applicable, describe any unusual physical demands and/or unavoidable hazards of the position. Attach additional pages if necessary.

PERCENTAGES MUST TOTAL 100% LIST DUTIES IN DECREASING ORDER OF IMPORTANCE / COMPLEXITY. THE NEED FOR SPECIAL LICENSE, POLICE COMMISSION, KNOWLEDGE OR TRAINING MUST BE INDICATED BELOW, IF APPLICABLE.

The incumbent in this position performs marketing and outreach for the Louisiana Housing Corporation (LHC). The primary purpose for the position is to build and maintain relationships with industry professionals, including but not limited to lenders, relators, builders, economic developers, and community leaders. The incumbent will develop and implement an informational outreach program to increase the visibility and brand awareness of LHC products and services, with a particular emphasis on home ownership products.

60% Develops strategic partnerships with target audiences, which include lending institutions, mortgage companies, real estate agencies, builders' associations, economic development organizations, colleges and universities, community organizational, and clergy networks across the state. Promotes, organizes, attends, and facilitates events, including but not limited to, seminars, conferences, workshops, and webinars. Explains, educates, and promotes LHC products and services to community partners and potential customers.

20% Develops and maintains a follow-up process that builds and enhances relationships with new and existing contacts. Builds, manages, maintains, and organizes a comprehensive contact database.

Prepares and customizes professional presentation materials for each target audience. Maintains social media presence by posting quality, timely, and relevant content regarding outreach activities, products and services, and industry news and information.

Notifies Public Information Officer of all newsworthy activities for external and internal publicity purposes.

Documents and submits standardized report on all outreach activities and outcomes weekly. Prepares and end-of-the-year fiscal report on outreach activities.

20% Collects basic economic and market data to create customized promotional materials for business development purposes. Provides input on market conditions for further evaluation of programs.

Completes all necessary paperwork for travel, vehicle use, payroll, human resources, and other LHC and department required forms, timely and in compliance with LHC policies and procedures.

Obtains ongoing professional development to enhance skills and knowledge.

Performs all other duties as assigned.

