Iowa Department of Administrative Services – Human Resources Enterprise
Classification Series Guidelines

Telecommunications Marketing Analyst Series

Classes in the Series

Class Code	Class Title
Series 1	
04793	Telecommunications Marketing Analyst
04794	Telecommunications Marketing Analyst, Senior
04792	ICN Business Development Manager
04799	Telecommunications Sales Engineer
Series 2	
04793	Telecommunications Marketing Analyst
04796	Account Consultant
04792	ICN Business Development Manager
04799	Telecommunications Sales Engineer

Series Concept

Positions in this series are used only by the Iowa Communications Network. Collects and analyzes data to evaluate existing and potential products and services in telecommunications markets. Identifies and monitors competitors and researches market conditions or changes in the industry that may affect sales. Conducts market research and works with various sources to understand customer service needs, evaluates the competitive climate to develop leads for the development of new products and services. Provides consultative pre-sales and sales technical subject matter expertise to meet customer business requirements. Manages all aspects of relationships with key customers, including needs analysis, account planning and development of relationships with key buying influencers. Sells products/services to customers by leading the client relationship process for assigned accounts.

Exclusions

Exclusions include statistical research analysts, executive officers, Lottery, IWD and Agricultural/marketing positions. These positions should be classified in their own agency specific or statistical research analyst/executive officer series.

Class Distinctions

Telecommunications Marketing Analyst

This is the entry and full performance/journey level class in this series. This position performs research and competitive pricing analysis/reviews product life cycle of and recommends changes as necessary.

Telecommunications Marketing Analyst, Senior

In addition to the duties and responsibilities performed by the Marketing Analyst, positions in this class perform project management functions and direct activities and employees in product development, analysis and deployment.

ICN Business Development Manager

Positions at this level create new business models for emerging products, technologies and services; develop and manage the implementation phase for new product lines and services; and identify and develop strategic relationships with technological partners to implement business development initiatives through corroboration with marketing, sales and research/development teams. Incumbents coordinate all aspects of product development and ensure compliance of product development procedures, including research and development, engineering, operations, finance, sales and customer service. Incumbents also assist account management personnel working with ICN customers to define new products and revise existing products and services and develop pricing models for new products and services in cooperation with ICN financial group personnel.

Telecommunications Sales Engineer

Positions at this level are responsible for developing, assisting and maintaining customer service relationships with technical staff, customers' technical staff and executive management in all phases of the sales process. They are responsible for working with multiple account consultants to qualify accounts and assist account teams in ensuring customer satisfaction with service delivery and the development of product demonstrations, including specifications and testing. Incumbents act as a liaison between the ICN Engineering and Sales departments to ensure communications and understanding of requirements specific to network design, equipment layout and data configuration for ICN products and services.

Account Consultant

Positions at this level manage all aspects of relationships with key customers, including needs analysis, account planning and development of relationships with key buying influencers. They are responsible for selling products and services to customers by leading the client relationship process for assigned accounts. Incumbents identify, develop and provide complex technology solutions that solve customers' enterprise communication needs. They collaborate with management to establish annual and quarterly forecasts and are responsible for establishing proposals and prices for high tech solutions of customers' needs.

Effective date: 10/11 BR