

Announcement Date: October 31, 2007

State of Alabama  
Personnel Department  
64 North Union Street  
P.O. Box 304100  
Montgomery, AL 36130-4100  
(334) 242-3389  
Internet: [www.personnel.state.al.us](http://www.personnel.state.al.us)

DEPARTMENTAL MARKETING SPECIALIST – 30609  
GENERAL OPTION-003  
\$37,960.80 - \$57,504.00

Department: Public Health  
Location: Montgomery

#### TYPE OF EXAMINATION

An open-competitive register will be established. Qualified applicants will be evaluated based on their training and experience. Applicants may be required to complete an Experience Record Questionnaire, which will be mailed at a later date. The evaluation will comprise 100% of the final grade.

#### QUALIFICATIONS NEEDED TO APPLY

You must have all of the following to qualify:

- Bachelor's degree from an accredited\* college or university in marketing, graphic arts, advertising, public relations, communications, or a related field.
- Three years of professional experience in public information, advertising, fund-raising, or a related field.

#### KIND OF WORK

This is professional level public relations and marketing work involving responsibility for the promotion and marketing of programs. Employees in this classification organize and manage various efforts to solicit funds from individuals and corporate interests for operations. Other employees are responsible for marketing internal programs and services of revenue generating or service oriented agencies. Work involves coordinating special program marketing activities; managing and supervising network marketing activities including securing corporate advertising, promotional materials, and editorial articles for departmental publications.

#### HOW TO APPLY

Use an Application for Examination form. You can get the form at this office or at an Alabama Career Center office. It can also be downloaded from our web site. You must send your application to the State Personnel Department. It must be received by the close of business on November 21, 2007. Applications received after this date **WILL NOT BE ACCEPTED**. The names of those who apply late will be put on a mailing list to be notified when this job is again open for applications. The State Personnel Department is not responsible for late receipt of applications due to mail services or fax malfunctions. Photocopied applications are accepted. Facsimile applications are also accepted. Our fax number is (334) 242-1110.

*Individuals currently on the register **MUST** reapply to remain eligible for employment.*

**THE STATE OF ALABAMA IS AN EQUAL OPPORTUNITY EMPLOYER**

\*Please refer to the back of this announcement or the State Personnel Department web site for complete information on our policy for accepting post-secondary and advanced degrees.

Except for pretest information provided by State Personnel to all applicants, you should not directly or indirectly obtain information about examinations. If you do, the State Personnel Director may do several things. One, you may not be given an examination. Two, you may be disqualified after an examination. Three, your name may be removed from a register. Or four, your name may not be certified from the register. (Rules of the State Personnel Board, Chapter 670-x-9). According to the Code of Alabama, 36-26-47, a willful violation of exam security is a misdemeanor. Any person who is convicted of this type of misdemeanor will not get a state job. If they are officers or employees of the state, they will be required to forfeit their office or position for five years.

If you know of anyone who has violated this policy, you should contact the Examination Manager at the State Personnel Department.

## State of Alabama Personnel Department

### Policy on Accepting College Coursework, Post-Secondary and Advanced Degrees

1. Specific college coursework required for a job, as well as Bachelor's, graduate, post graduate, and doctoral degrees will be accepted from the schools accredited by any of the six regional accreditation associations in the United States. These associations are listed below.

- Southern Association of Colleges and Schools (SACS)
- Middle States Association of Colleges and Schools (MSA)
- Northwest Commission on Colleges and Universities (NWCCU)
- North Central Association of Colleges and Schools – The Higher Learning Commission (NCA-HLC)
- New England Association of Schools and Colleges – Commission on Institutions of Higher Education (NEASC-CIHE)
- Western Association of Schools and Colleges – Accrediting Commission for Senior Colleges and Universities (WASC-ACSCU)

2. Coursework or degrees from schools that have not been accredited by a regional accreditation association will be accepted if a regionally accredited school considers the coursework or degree to be an acceptable prerequisite for admission to an advanced degree program. For example, if a regionally accredited school accepts an applicant's bachelor's degree for admittance into a graduate degree program, State Personnel will accept the degree. In the case of required college coursework (but no degree requirement), State Personnel will accept the college coursework if a regionally accredited school accepts the coursework towards a post-secondary degree (e.g., a bachelor's degree). **This must be documented by a letter of acceptance from the regionally accredited school.** State Personnel will review such requests on a case-by-case basis.

**Note:** This policy is subject to change. Certain state agencies may have additional requirements.