



# memo:

\*\* PLEASE POST \*\*

TO: All PEF Offices  
FROM: Human Resources  
DATE: July 28, 2023  
RE: Vacancy

In accordance with Article 23(A) of the PEF/USW Agreement, please be advised that the following vacancy may be applied for in writing:

Position: MBP Marketing Assistant  
Location: Membership Benefits (Albany)  
Category: 5 (USW)  
Salary: \$44,792.00 – Hiring Rate (minimum)  
\$55,442.00 – Step 5 (maximum)  
*\*PEF retains the right to increase the starting salary based on experience.*

Interested members of staff are invited to submit their resume to:

Office of Human Resources  
Public Employees Federation  
1168-70 Troy-Schenectady Road  
PO Box 12414  
Albany, NY 12212-2414  
or by e-mail to [HR@PEF.org](mailto:HR@PEF.org)

Qualifications and job description are attached.

cc: Statewide Officers  
Regional Coordinators  
Trustees  
USW 9265 President

# NYS PUBLIC EMPLOYEES FEDERATION

## POSITION DESCRIPTION

**Position Title:** Marketing Assistant

**Department:** Membership Benefits

**Position Summary:** Under the supervision and direction of the Marketing Executive, the Marketing Assistant assists in the development and coordination of Membership Benefits promotions, including but not limited to the design and editing of all marketing materials; responds to members' questions and complaints regarding sponsored programs, travels extensively throughout the State recruiting vendors and promoting programs, assists in the development and implementation of new programs; preparing, coordinating and handling large scale mailings; and assist with the content and design the Communicator page and the Website.

**Qualifications:** Associates degree or combination of appropriate education and related experience in benefits administration, business, marketing, management or a related field and knowledge of public employee issues. A successful candidate must demonstrate excellent oral and written communication skills and the ability to work independently.

**Key Functions:**

1. \* Assist in the design, development and editing of written promotional materials including brochures, flyers, the monthly Communicator page, the MBP Website and other advertising copy, for both the printed and internet delivery.
2. \* Assist in the recruitment of printing vendors, solicit bids and order printed materials.
3. \* Assist in the design of materials for deployment on the MBP Web Page.
4. \* Assist with the coordination and/or design membership mailings.
5. \* Prepare, coordinate, and handle large scale mailings.
6. \* Assist with the coordination of membership meetings, information days and health fairs at various worksite locations throughout the State.

7. \* Travel throughout the state to make oral presentations to inform the PEF membership of benefits provided by MBP and to explain the various plans available.
8. \* Arrange NTSI class schedules for Headquarters and monitor class schedules in Regional Offices.
9. Research regional benefit programs.
10. Assist with telephone coverage, providing information concerning Membership Benefits related matters.
11. Compose and prepare routine correspondence for signature.
12. Assist with the ordering of promotional giveaways.
13. Assist in monitoring current programs.
14. \* Assist with the monitoring and replenishment of ticket inventory (e.g. movie tickets, ski tickets, amusement park tickets, etc.); ordering tickets, tracking orders, reviewing inventories for accuracy, establishment of ticket offers, and monitoring the processing of ticket orders.
15. Perform other duties as assigned.
16. \* Consistent and reliable attendance.

*\* Identifies essential function/fundamental job duty.*

Created: 1/9/2002