



**CONCRETE PAVING ASSOCIATION OF MINNESOTA**  
**POSITION DESCRIPTION**  
**CONCRETE PAVEMENT PROMOTER**

**Objective**

The Concrete Pavement Promoter is responsible for a broad range of technical and promotional activities, primarily to develop and increase concrete paving market share of the state and county paving markets in Minnesota by focusing time and effort on the decision makers of these markets. The Concrete Pavement Promoter will spend the majority of their time focusing on the county markets and helping out with the MnDOT efforts where needed.

**Duties**

The duties and responsibilities of the Concrete Pavement Promoter include, but are not limited to, the following. The Concrete Pavement Promoter will need to:

- Communicate with the Executive Director to avoid excessive overlap in promotional efforts.
- Travel approximately 50% to 75% of the time to promote PCC pavements to counties and consulting engineering firms in Minnesota. These promotion calls will include:
  - Regular visits with counties to stay informed of potential projects.
  - Assist county engineers as well as consulting engineers in obtaining the information necessary to make informed pavement type selection decisions, including the provision of design, performance and life-cycle cost information.
  - Attend appropriate county and consulting engineers' social functions.
  - Visit with county commissioners as needed to promote concrete paving projects.
- Communicate with MnDOT's State Aid offices to ensure understanding of CPAM's efforts and availability to assist in design and construction or any other concrete pavement related questions.
- Attend local PCC paving and materials seminars and workshops.
- Perform routine reporting of activities and work efforts.
- Assist in planning and carrying out CPAM functions.