Job Title: GCIC Marketing and Training Specialist I

BCAT Code: 09IX08  Effective Date: April 1, 2007
Pay Grade: G14   FLSA Status: Exempt
Revision Date: July 1, 2013

Job Description:
Performs professional level planning and the administration of training and marketing activities for users of the Georgia Career Information System (GCIS), such as designing marketing strategies and implementing training programs.

Job Duties/Responsibilities
- Coordinates and conducts workshops for the GCIS.
- Assists in evaluating the effectiveness of the workshop.
- Designs marketing strategies.
- Coordinates promotional materials and disseminates information about GCIS and GCIC.
- Consults with GCIS users to determine their career and training needs.
- Participates in meetings, conferences, and presentations.
- Maintains attendance records, agendas, and evaluations.
- Writes articles.
- Maintains the contract services.
- Works closely with the Manager of GCIC Marketing and Training, the Director, and other center staff to accomplish the set goals.
- Performs other professional level marketing and specialist duties as assigned.

Knowledge, Skills, and Abilities
- Knowledge of promotional, marketing, customer service and training techniques and practices.
- Knowledge of integrated and educational technology systems.
- Knowledge of basic computer operations and software, such as spreadsheets, word processing, databases, and presentations.
- Effective time management and organizational skills.
- Ability to multi-task, pay attention to detail, and exhibit excellent customer service.
- Ability to communicate effectively verbally and in writing.

Minimum Hiring Standards
Bachelor’s degree and two years of related experience; or a combination of education and related experience.

The above is a general description of duties performed by employees holding this job title and does not represent a complete list of duties that may be assigned to an employee.