**Georgia State University**

**Job Specification**

**Job Title: GCIC Marketing & Training Specialist II**

**BCAT Code:** 09IX09  
**Effective Date:** April 1, 2007  
**Pay Grade:** G15  
**FLSA Status:** Exempt  
**Revision Date:** July 1, 2013

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**Job Description**

Performs intermediate level planning and the administration of training and the marketing activities for users of the Georgia Career Information System (GCIS), such as developing and designing marketing strategies and creating training programs.

**Job Duties/Responsibilities**

- Develops, coordinates, and conducts workshops for GCIS.
- Evaluates the effectiveness of the workshop.
- Develops and designs marketing strategies.
- Coordinates promotional materials or activities, and disseminates information about GCIS and GCIC.
- Consults with GCIS users to determine their career and training needs.
- Coordinates meetings, conferences, and presentations.
- Maintains attendance records, agendas, and evaluations.
- Writes articles, manuals, and publications for training and promotional efforts.
- Negotiates, organizes, and maintains the contract services.
- Works closely with the Manager of GCIC Marketing and Training, the Director, and other center staff to accomplish these goals.
- Performs other advanced 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 three years of related experience; or a combination of education and related experience.

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*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.*

Office of Human Resources  
Classification Section