Georgia State University

Job Title: GCIC Marketing & Training Specialist III

BCAT Code: 09IX33  Effective Date: March 1, 2011
Pay Grade: G16  FLSA Status: Exempt  Revision Date: July 1, 2013

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

Job Duties/Responsibilities
- Establishes and presents a program for the GCIS.
- Determines the scope of the program or training and develops the training and program material.
- Evaluates the program or training to determine the effectiveness, efficiency and utilization.
- Develops and executes outreach activities with schools, local, state, and national government agencies, businesses and community partners.
- Creates, executes, and evaluates methods and procedures for collecting data.
- Generates statistical reports that summarize the analysis results in presentation formats, such as graphs, charts and tables.
- Works closely with the GCIC Marketing and Training Manager, the Director and other center staff to accomplish the set goals.
- Publishes articles, manuals and other documents.
- Develops and presents marketing strategies to the management and partnering organizations.
- Develops and designs promotional materials.
- Develops and supervises meetings, conferences, seminars, webinars, and workshops.
- Solves operational issues and provides technical assistance with the equipment and implementation of processing techniques.
- Negotiates, renews and maintains contract information for the statewide system use of the GCIS.
- Assists with portions of the grant cycle.
- Supervises student assistants and graduate administrative assistants.
- 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 four 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.