Job Title: Manager, Marketing & Conference Services

BCAT Code: 09JX14  Effective Date: April 1, 2007
Pay Grade: G15  FLSA Status: Exempt  Revision Date: July 1, 2013

General Description
Develops and implements marketing plans to maximize departmental programs and services.

Examples of Duties
- Develops marketing plans.
- Works closely with the Project Director in designing the program and setting goals for the department.
- Serves as liaison with conference speakers for all payments, logistics, and audio visual needs.
- Writes and designs newsletter to all past conference participants and donors.
- Writes press releases and distributes them to University Relations and industry contacts.
- Researches outlets of free or cost effective advertising in industry media publications or websites.
- Designs, prints, and distributes information or registration brochures for conferences.
- Designs and maintains the web page.
- Coordinates on-site support, such as registration of participants, distribution of materials, and administration of evaluations, and responds to the needs of the participants and speakers.
- Arranges the technical support for conferences.
- Completes forms and reports to ensure continuing education credits.
- Prepares grant proposals.
- Maintains contact with donors.
- Administers the program budget to ensure the proper payment of expenses.
- Performs other duties as assigned.

Knowledge, Skills and Abilities
- Knowledge of event planning and securing equipment, supplies, facilities, publications and other services.
- Knowledge of accounting principles.
- Knowledge of word processing, spreadsheets, database programs, desktop publishing and web design.
- Ability to work under pressure and handle stressful situations.
- Ability to supervise and direct the work of others.
- Ability to communicate effectively verbally and in writing.

Minimum GSU Hiring Standards
Bachelor's degree in Business or a related field and two years of supervisory/managerial experience in conference planning, marketing, and advertising; 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.