Georgia State University
Job Specification

Job Title: Manager, Marketing and Outcome Assessment

BCAT Code: 09NX68  Effective Date: April 1, 2007
Pay Grade: G17  FLSA Status: Exempt  Revision Date: July 1, 2013

General Description
Develops strategies for marketing, promoting, and assisting with the implementation of a variety of services provided to the University community through Auxiliary and Support Services, such as ATM banking, graduation regalia, photography services, mail services, PantherCard, PantherDining, University bookstore, travel services, University printing and copy services, and vending services.

Examples of Duties
- Compiles marketing data and evaluates the effectiveness of related marketing and communication strategies through benchmarking with other comparable higher education institutions.
- Writes, edits, and publishes informational articles and public relations materials for University publications and various other publications.
- Manages and coordinates departmental publications in copy writing, editing, and compiling materials within Auxiliary and Support Services.
- Prepares press releases and articles for the University student newspaper and other media.
- Prepares and updates materials for the Auxiliary and Support Services web site and electronic message center(s).
- Coordinates and compiles publication summaries for review, printing, and distribution within specified internal and external deadlines.
- Prepares, reviews, edits, and analyses a variety of reports.
- Coordinates the outcome assessment processes for Auxiliary and Support Service units.
- Maintains relationships with campus resources for graphic and photographic work as required.
- Develops surveys and other assessment tools to gather input from customers to improve customer service.
- Performs other duties as assigned.

Knowledge, Skills and Abilities
- Knowledge of publication processes.
- Knowledge of basic advertising and copy laws.
- Knowledge of word processing, spreadsheets, and database programs.
- Knowledge of desktop publishing and publication applications, such as Adobe PageMaker, Adobe Illustrator, Adobe PhotoShop, plus HTML scripting, or web publishing applications with FTP capabilities web design.
- Ability to supervise and direct the work of others.
- Ability to produce mock-ups for larger pieces, such as brochures, handbooks, and catalogs.
- Ability to operate a digital camera or 35 mm camera.
- Ability to communicate effectively verbally and in writing.

Minimum GSU Hiring Standards
Bachelor's degree and three years of experience in writing, editing, and producing publications; or a combination of training 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.

Office of Human Resources  Classification Section