Georgia State University

Job Title: Manager, Marketing and Public Relations

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<tr>
<th>BCAT Code: 09GX12</th>
<th>Effective Date: June 1, 2011</th>
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<td>Pay Grade: G17</td>
<td>FLSA Status: Exempt</td>
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<td>Revision Date: July 1, 2013</td>
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General Description
Oversees the department marketing objectives and initiatives.

Examples of Duties
- Develops, plans, and implements marketing, promotional, and communication programs or strategies to build program awareness.
- Identifies and targets prospect markets.
- Monitors trends and changes in competing markets.
- Manages direct sales efforts, such as prospect targeting, qualifying, follow-up, tracking and customer relations management (CRM).
- Writes, designs, photographs, and produces print and electronic media materials for marketing purposes.
- Expands the department branding strategy and materials to increase name recognition among target audiences.
- Assists in developing and planning marketing events, conferences, meetings, and programs.
- Performs other duties as assigned.

Knowledge, Skills and Abilities
- Knowledge of desktop publishing software.
- Knowledge of media relation, community and public health.
- Knowledge of printing, design, layout, and publication techniques.
- Excellent oral and written communication skills.
- Effective organizational and time management skills.

Minimum GSU Hiring Standards
Bachelor’s degree in a business field and two years of supervisory or managerial 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.