Georgia State University

Job Specification

Job Title: Marketing Specialist

BCAT Code: 09HX39
Pay Grade: G15  FLSA Status: Exempt

Effective Date: June 1, 2012
Revision Date: July 1, 2013

General Description
Assesses the needs of a unit, develops and executes detailed comprehensive marketing campaigns to attract potential clients, such as students, faculty, and advertisers.

Examples of Duties
- Develops comprehensive marketing strategies to drive awareness and interest in unit programs, initiatives, and/or events.
- Partners with appropriate officials to identify the marketing needs of the unit.
- Drafts press releases.
- Manages and updates the content of the unit website.
- Collaborates with others to create innovative videos that engage potential students.
- Writes and edits creative promotional literature, newsletters, direct marketing material, and internet marketing projects.
- Performs market research, generates reports on the findings, and presents the findings to senior management.
- Monitors all marketing related processes; implements improvements to enhance marketing productivity.
- Develops and maintains a database list.
- Creates and updates monthly marketing reports as needed.
- Ensures the effectiveness of communications by setting objectives, regularly measuring results, and developing new ways to broaden the reach of messaging strategies.
- Performs other duties as assigned.

Knowledge, Skills and Abilities
- Knowledge of business principles involved in marketing strategic planning.
- Knowledge and experience with Microsoft Office applications.
- Excellent verbal and written communication and interpersonal skills.
- Excellent analytical, time management, and presentation skills.
- Excellent organizational and project management skills.
- Ability to handle many assignments simultaneously.
- Ability to focus on priority projects and tasks.
- Ability to work individually and as part of a team.

Minimum GSU Hiring Standards
Bachelor’s degree in Communication, English, Public Relations, Journalism or Marketing and three 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.