Georgia State University  
Job Specification  

Job Title: Publications Marketing Coordinator  

BCAT Code: 09MX20  
Pay Grade: G13  
Effective Date: April 1, 2007  
FLSA Status: Exempt  
Revision Date: July 1, 2013  

General Description  
Markets various aspects of programs offered at the University.  

Examples of Duties  
- Designs and distributes course catalogs, brochures, and other materials used in advertising program offerings.  
- Negotiates the media advertising contracts.  
- Assists in determining target audiences for programs.  
- Designs and produces supplemental advertising, such as posters and flyers.  
- Monitors advertising budgets.  
- Produces various forms used for program activities.  
- Assists the Program Coordinators with special projects and administrative duties.  
- Performs other related duties as assigned.  

Knowledge, Skills and Abilities  
- Knowledge of publication design techniques.  
- Knowledge of publications software and equipment.  
- Effective oral and written communication skills.  
- Effective time management skills.  
- Effective organizational skills.  

Minimum GSU Hiring Standards  
Bachelor’s degree in Journalism, Communications, or a related field and two 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.