Georgia State University

Job Specification

Job Title: Digital Analyst

BCAT Code: 09MX29
Pay Grade: G17
FLSA Status: Exempt
Effective Date: June 3, 2014
Revision Date: November 1, 2014

General Description
Contributes to the development of the overall brand strategy of the University. Provides the analytical capabilities focused on digital platforms used by the University to communicate with external audiences, with the focus of continued improvement in user experience. Works hands-on with campus units on a day-to-day basis on improving their digital experience.

Examples of Duties
- Provides hands-on day-to-day guidance to units for improving their digital experience.
- Provides digital analysis and support for brand initiatives.
- Communicates a clear point-of-view on the role digital marketing plays to help the brand achieve its purpose.
- Translates primary and secondary audience research into end user goals and desired interaction with the brand.
- Develops and maintains divisional reporting standards and metrics.
- Actively contributes to PRMarcomm digital experimentation and innovation initiatives.
- Builds out a digital ecosystem that guides the brand’s content creation and distribution efforts.
- Collaborates with the divisional leadership on implementing and executing divisional strategic projects.
- Participates in the planning of strategic initiatives; partners with internal marketers, research teams, and public relations specialists to drive integrated communications.
- Works with campus training resources to promote and educate communicators in the analytic space.
- Attends meet ups and conferences with outside professional organizations representing the University.
- Mentors the digital marketing specialists.

Knowledge, Skills and Abilities
- Knowledge of business concepts and marketing communication.
- Effective time management, customer service, and organizational skills.
- Effective oral and written communication skills.
- Strong business management skills.
- Ability to use independent judgment and connect the dots.
- Ability to relate to others and promote creative problem solving.
- Ability to thrive under tight deadlines and manage time efficiently.
- Ability to travel.

Minimum GSU Hiring Standards
Bachelor’s degree and four 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.