General Description
Plans, develops, and coordinates programs in the area of assignment, with substantial emphasis on marketing activities.

Examples of Duties
- Creates and develops various programs and clubs.
- Performs multiple duties in promoting and developing programs, events, and specific areas of assignment.
- Provides public relations for the area of assignment.
- Coordinates and develops community outreach programs.
- Conducts research and analysis; prepares various reports.
- Develops strategies and objectives within the area of assignment.
- May supervise staff or volunteers.
- Performs other related duties as assigned.

Knowledge, Skills and Abilities
- Knowledge of methods and practices of donor research and promotional strategy.
- Knowledge of information systems, such as Banner, Microsoft Office, etc.
- Knowledge of applicable computer applications.
- Skilled in developing and maintaining financial relationships.
- Ability to handle and accurately convey very detailed information.
- Ability and skilled in organizing, coordinating, and communicating effectively.

Minimum GSU Hiring Standards
Bachelor’s degree and one year of related experience; or high school diploma or GED and five 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.