



Job Specification

Job Title: GCIC Marketing and Training Specialist I
BCAT Code: 400X AP
Pay Grade: G14

Effective Date: April 1, 2007
Revision Date: February 1, 2007
FLSA Status: Exempt

Job Description:

Performs professional level planning and administration of training and marketing activities for users of Georgia Career Information System (GCIS). These activities include designing marketing strategies and implementing training programs.

Job Duties/Responsibilities

- Coordinates and conducts workshops for GCIS
- Assists in evaluating the effectiveness of the workshop.
- Designs marketing strategies.
- Coordinates promotional materials and disseminates information about GCSI.
- Consults with GCIS users to determine their career and training needs.
- Participates in meetings, conferences, and presentations.
- Maintains attendance records, agendas, and evaluations.
- Writes articles.
- Maintains contract services.
- Performs other professional level marketing and specialist duties as assigned.

Knowledge, Skills, and Abilities

- Knowledge of promotional, marketing, customer service, and training techniques and practices.
- Knowledge of integrated and educational technology systems.
- Knowledge of basic computer operation and software (spreadsheets, word processors, databases, & presentations).
- Ability to multi-task, pay attention to detail, and exhibit excellent customer service.
- Effective time management and organizational skills.
- Ability to communicate effectively verbally and in writing.

Minimum Hiring Standards

Bachelor's degree and two years of related experience; or a combination of education and 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.