



Job Specification

Job Title: GCIC Marketing & Training Specialist II
BCAT Code: 400X AR
Pay Grade: G16

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

Job Description

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

Job Duties/Responsibilities

- Develops, coordinates, and conducts workshops for GCIS
- Evaluates the effectiveness of the workshop.
- Develops and designs marketing strategies.
- Coordinates promotional materials/activities and disseminates information about GCIS.
- Consults with GCIS users to determine their career and training needs.
- Coordinates meetings, conferences, and presentations.
- Maintains attendance records, agendas, and evaluations.
- Writes articles, manuals, and publications for training and promotional efforts.
- Negotiates, organizes, and maintains contract services.
- Performs other advanced 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 three 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.