



## **Job Specification**

**Job Title: Manager, Market & Conference Services**  
**BCAT Code: 410X BE**  
**Pay Grade: G15**

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

---

### **General Description**

Develops and implements market plans to maximize departmental programs and services.

### **Examples of Duties**

- Develops market plans.
- Works closely with the Project Director and others, in designing the program and setting goals for the department.
- Serves as liaison with conference speakers for all payments, logistics, and audio-visual needs.
- Writes and designs newsletter to all past conference participants and donors.
- Writes press releases and distribute to University Relations and industry contacts.
- Researches outlets of free or cost effective advertising in industry media publications or websites.
- Designs, prints, and distributes information/registration brochure of conference.
- Designs and maintains web page.
- Provides on-site coordination, including registration of participants, distribution of materials, and administration of evaluations and respond to the needs of the participants and speakers.
- Arranges for technical support for conferences.
- Completes forms and reports to ensure continuing education credit.
- Prepares grant proposals.
- Maintains contact with donors.
- Administers program budget to ensure proper payment of expenses.

### **Knowledge, Skills and Abilities**

- Knowledge of event planning and the methods and sources for securing equipment, supplies, facilities, publications and other services.
- Knowledge of accounting principles.
- Ability to communicate effectively verbally and in writing.
- Ability to work under pressure and handle stressful situations.
- Ability to supervise and direct the work of others.
- Proficient with word, spreadsheets, and database programs.
- Proficient with desktop publishing and web design.

### **Minimum GSU Hiring Standards**

Bachelor's degree in business or a related field and two years supervisory/managerial experience in conference planning, marketing, and advertising; or a bachelor's degree and four 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.*