



Job Specification

Job Title: Publications Marketing Coordinator
BCAT Code: 444X AG
Pay Grade: G13

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

General Description

Markets various aspects of programs offered at the university.

Examples of Duties

- Designs and distributes course catalogs, brochures, and other materials used in advertising program offerings.
- Negotiates media advertising contracts.
- Assists in determining target audiences for programs.
- Designs and produces supplemental advertising such as posters and flyers.
- Monitors advertising budgets.
- Produces various forms used within program activities.
- Assists program coordinators with special projects and administrative duties.
- Performs other related duties as assigned.

Knowledge, Skills and Abilities

- Knowledge of publication design techniques.
- Knowledge of publications software and equipment.
- Effective oral and written communication skills.
- Effective time management skills.
- Effective organizational skills.

Minimum GSU Hiring Standards

Bachelor's degree in Journalism, Communications, or a related field 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.