Georgia Department of Economic Development  
Position Announcement

<table>
<thead>
<tr>
<th>Title:</th>
<th>Marketing Services Specialist</th>
<th>Entry Salary:</th>
<th>$48-53k commensurate with experience</th>
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</thead>
<tbody>
<tr>
<td>Division:</td>
<td>Marketing, Communications &amp; International Engagement</td>
<td>Location:</td>
<td>Atlanta, GA</td>
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The Georgia Department of Economic Development (GDEcD or “Department”) is the state’s sales and marketing arm, the lead agency for attracting new business investment, encouraging the expansion of existing industry, locating new markets for Georgia products, attracting tourists to Georgia, promoting the state as a location for film and video projects, as well as planning and mobilizing state resources for economic development. GDEcD’s Marketing, Communications and International Engagement Division develops and manages all marketing, communications and interactive needs for GDEcD; upholds brand standards; and maintains websites including Georgia.org, Gaarts.org, and ExploreGa.org websites.

The Marketing Services Specialist will report to the Division Director of Marketing & Communications and is responsible for overall administrative duties and project coordination for the division. Responsibilities include handling multiple budgets, scopes of work, invoices and vendors; assessing and managing creative project workflow; assigning project teams, timelines and tasks; and ensuring that deadlines are met with a quality product within the established budget.

Primary duties include, but are not limited to:

- Work with and support the Division Director of Marketing & Communications
- Track and reconcile paydown budgets for internal client teams, including all steps in the process, including:
  - Reviewing and approving Scopes of Work submitted by external creative, digital marketing, and PR agencies
  - Opening purchase orders in the PeopleSoft system
  - Paying invoices
  - Maintaining a state Purchasing Card
  - Reconciling burndown reports
- Manage the Creative Services process, using the Basecamp project management tool. This includes keeping an eye on internal project workflows and assigning in-house creative projects to the graphic design team, managing timelines and tasks and ensuring that deadlines are met.
- Work closely with the Department’s procurement team to manage the RFP process for contracting with marketing and PR agencies.
- Clearly communicate project and timeline information across other teams at GDEcD, ensuring that customer service expectations are met.
| Minimum Qualifications and Competencies: | • Work with external partners on collaborative projects and promotions to ensure that materials are sent or received, as appropriate.  
• Troubleshoot and make recommendations to ensure that systems, procedures, workflow and work processes are efficient, effective and customer-friendly.  
• Additional administrative duties and special projects as assigned |
| Preferred Qualifications: | • High school diploma or GED AND minimum one year of closely related professional level experience  
• Strong oral, written and interpersonal communication skills with the ability to communicate professionally, collaboratively and effectively and work in a team environment to produce quality work and meet strict deadlines  
• Exceptional knowledge of Excel, PowerPoint and other MS Office programs  
• Exceptional organizational skills and detail orientation to manage multiple projects simultaneously  
• One or more years tracking, managing and reconciling budgets, processing invoices and working with vendors  
• Ability to understand and interpret rules and processes  
• Must be willing to submit to Background/Credit checks, and be responsible for managing the Division’s State Purchasing Card.  
• Bachelor’s degree specializing in public administration, business operations or closely related field AND one year of closely related professional level experience  
• Professional level experience on a marketing and communications team  
• Experience working with budgets and/or payments in a state or local government setting  
• One or more years tracking, managing and reconciling budgets in excess of $500,000.  
• Significant experience with project management and payments systems such as Basecamp and PeopleSoft |

| Travel Required? | No | Nights, Weekends Required? | No |
| Deadline | Open Until Filled; Apply ASAP. Position will be filled as soon as a suitable candidate is identified. |

**Application Instructions:** To apply for this position, **you must submit your resumé and cover letter (PDF format preferred) via the link on our careers page at [https://www.georgia.org/about-us/career-job-search](https://www.georgia.org/about-us/career-job-search).** If you do not have internet access or require an accommodation because of a disability, please contact GDEcD Human Resources at 404-962-4000 or email [jobs@georgia.org](mailto:jobs@georgia.org).
Additional Information for Applicants: All qualified candidates will be considered but may not receive an interview. Preference will be given to applicants who meet both the minimum and preferred qualifications. Internal applicants may be considered prior to other applicants. Information on publicly posted social media accounts may be reviewed as part of the screening process. Applicants who are not selected for interviews will not receive notification.

To be considered for a salary offer above the entry level (if a range is posted), the successful candidate MUST have most of the education and experience qualifications shown as preferred. To receive an offer at the top of the range posted, experience must exceed preferred level. Offers will not exceed the top amount posted.

Applicants selected for hire will be subject to a background check, including a criminal history record check. Depending on the position, the background check may include education verification, credit check, and driving record. Additionally, male applicants between 18 and 26 years of age must present proof of Selective Service Registration if hired.

Please note, if travel is required, the selected candidate will be required to pay travel expenses (hotel, meals, etc.) up front and will be reimbursed within one week of expense statement approval.

GDEcD is an Equal Opportunity Employer