

**Marketing Specialist**  
**New Hanover County Schools**

**Job Description**

**Class:**       **Classified**  
**Division:**   **Superintendent**  
**Depart:**     **Communications and Outreach**

**TITLE:**                   **Marketing Specialist**

**QUALIFICATIONS:**

1. Bachelor's Degree in Marketing, Communications, Public Relations or a related field.
2. Strong English and Spanish bilingual communication skills.
3. Three to five years of experience in marketing and strategic planning.
4. Strong marketing and communication technology skills.

**REPORTS TO:**            Chief Communications Officer

**JOB GOAL:**             Identify and coordinate marketing communications and outreach opportunities in support of district's overall mission. Cultivate relationships with various stakeholder groups and assist with specialized publications.

**ESSENTIAL FUNCTIONS AND RESPONSIBILITIES:**

1. Develop and implement marketing communications plans to support a variety of efforts, including student and school achievements, teacher recruitment, student enrollment, employee communications, and community engagement.
2. Identify, evaluate and execute opportunities to increase the visibility of the district among key audiences and to increase and retain strategic partners. Provide recommendations for strategic marketing initiatives and projects.
3. Act as a liaison and resource to other departments working on outreach and engagement, publications, editing, content and other priorities.
4. Create, deliver, edit and optimize marketing plans and materials in support of district efforts to increase student achievement and recruit and retain top talent.
5. Manage the creation of school communication templates and other visual materials.

6. Manage marketing communications projects that utilize third-party graphic designers, photographers and video producers for design, marketing, public relations and creative support services as needed.
7. Maintain brand consistency and graphic identity with a strong eye for visual design elements including logo design, creation of invitations, and other marketing materials.
8. Manage district advertising, branding, outreach and engagement campaign through an integrated approach of internal and external communication, media relations, social media, advertising production, graphic design and the website.
9. Conduct market research and analyze data (campaign results, conversion rates, traffic, etc.) to identify and shape effective marketing strategies for a variety of district audiences.
10. Create communication campaigns designed to inform and educate school community.
11. Assist with district advertising, branding, outreach and engagement campaign through an integrated approach of internal and external communication, media relations, social media, advertising production, graphic design and the website.
12. Plan and execute initiatives to reach the target audience through appropriate channels (social media, e-mail, TV, etc.)
13. Work collaboratively with district leaders to ensure adequate planning, execution and monitoring of marketing activities.
14. Stay up-to-date with market and online trends relevant to the brand for ensuring campaigns and promotions are relevant within each market.
15. Maintain awareness on best practice marketing techniques and tools to achieve successful campaigns and promotions.
16. Perform other duties as assigned by the Chief Communications Officer.

*The above statements describe the general nature and level of work being performed by individuals assigned to this job. This is not intended to be an exhaustive list of all responsibilities and duties required of personnel so employed.*

**Terms of Employment:** Twelve-month work year/At Will/FLSA Exempt

**Starting Salary and/or Grade:** Grade 75

**Evaluation:** Performance of this job will be evaluated in accordance with provisions of the Board and local policy on evaluation of personnel.

**Knowledge, Skills and Abilities:**

- Demonstrate functional knowledge of computers and all aspects of the Microsoft Office Professional software programs and Google Suite.
- Ability to use social media and other communication platforms in a fast-paced environment.
- Ability to communicate clearly and concisely; ability to communicate with school personnel, employees, and central office staff while complying with the confidentiality requirements in local, state, and federal policies and statutes.
- Ability to work collaboratively and flexibly with diverse organizations, individuals, and other school stakeholders, including parents, students and school staff.
- Ability to interact and deal with the public in a professional manner.
- Ability to establish and maintain effective working relationships as necessitated by work assignments.
- Physical ability (able to exert up to 20 pounds of force occasionally) and dexterity to perform the duties and responsibilities of the job.