

Marketing Specialist
New Hanover County Schools

Job Description

Class: Classified
Division: Superintendent
Dept: Communications and Outreach

TITLE: Marketing Specialist

QUALIFICATIONS:

1. Bachelor's Degree in Marketing, Public Relations or Communication preferred.
2. Three to Five years of experience in marketing and strategic planning.
3. Strong marketing and communication technology skills.
4. Other qualifications as the superintendent and board may find appropriate.

REPORTS TO: Chief Communications Officer

JOB GOAL: Identify and coordinate marketing communications and outreach opportunities in support of the district's overall mission. Cultivate relationships with various stakeholders' 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 and district leaders 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 social media for the district, including maintaining a content calendar, creating posts in the district's voice and customized for different audiences, and creating social media graphics to the district's brand standards.
6. Manage the creation of school communication templates in Canva.
7. Manage marketing communications projects that utilize third-party vendors and contracts.
8. Assist Chief Communications Officer in monitoring division budget; gather pertinent data, analyze requests and process information.

9. Maintain brand consistency and graphic identity with a strong eye for visual design elements including logo design, creation of invitations, and other marketing materials.
10. Manage district advertising, branding, outreach and engagement campaigns through an integrated approach of internal and external communication, media relations, social media, advertising production, graphic design and the website.
11. 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.
12. Coordinate with the Media Relations Specialist to plan paid marketing campaigns with local publications and broadcast channels.
13. Stay up to date with market and online trends relevant to the brand for ensuring campaigns and promotions are relevant within each market.
14. Maintain awareness of best practice marketing techniques and tools to achieve successful campaigns and promotions.
15. Perform other related duties and responsibilities as requested 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.