

Job Title: **Marketing and Creative Specialist**
 Job Family: **Central Administrative Support**
 Pay Program: **Administrative**
 Typical Work Year: **12 months**

Job Code: **04089**
 FLSA Status: **Exempt**
 Shift Differential: **No**
 Pay Range: **L09**

SUMMARY: Develop and execute strategic and integrated branding and annual marketing plan aligned to the district's overall strategic goals and objectives. Create and manage design elements for the district's marketing and communication strategy across multiple platforms (print materials, advertisements, websites, social media, email, etc.). Evaluate the effectiveness of those materials and make adjustments as necessary.

ESSENTIAL DUTIES AND RESPONSIBILITIES: *To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

Job Tasks Descriptions	Frequency	% of Time
1. Marketing: Develop and execute strategic and integrated branding and annual marketing plan aligned to the district's overall strategic goals and objectives. Develop and execute the district's annual marketing plan, including but not limited to establishing a theme, timeline and content outline, and designing and distributing the annual publication. On an ongoing basis, evaluate the effectiveness of the district's annual marketing plan in meeting the desired outcomes and strengthening the district's brand across the community. Make any necessary adjustments throughout the year to achieve desired results. Research new methods and implement new technologies to keep the district's marketing and communications efforts on the cutting edge.	D	30%
2. Creative and Design Work: Using independent judgement and knowledge create highly effective designed materials aligned to the district's strategic marketing plan. Provide creative direction by applying knowledge of graphic elements and pre-press skills to maximize the effectiveness and attractiveness of the district and school marketing efforts. Ensure district and school branding are used cohesively across multiple departments and buildings.	D	30%
3. Website: Oversee the district and school websites and content management system (CMS) and respond to issues that arise. Provide training and support to web editors to ensure websites follow brand standards and communications best practices. On an ongoing basis, audit web content on district, school, and staff websites to guide future training and support for web editors. Provide support for technical issues, and integrate new technologies as needed.	D	20%
4. Social Media: Manage day-to-day social media activities. Develop relevant content to reach the company's target audience. Monitor, listen, and respond to users across platforms while cultivating relationships and brand ambassadors. Support schools with their social media, including but not limited to, establishing new pages upon request, provide training and supporting schools with ongoing communication and marketing guidance to use social media as an effective marketing tool.	D	15%
5. Other Duties: Perform other duties as assigned.	Ongoing	5%
	Total	100%

EDUCATION AND RELATED WORK EXPERIENCE:

- Bachelor’s degree in Journalism, Communications, Graphic Design, Marketing, Advertising, or related field.
- Minimum of three (3) years of experience in communications, graphic design, photography, prepress, typography, page layout, print production and finishing methods.

LICENSES, REGISTRATIONS or CERTIFICATIONS:

- Criminal background check required for hire.

TECHNICAL SKILLS, KNOWLEDGE & ABILITIES:

- Advanced design skills including scanning files, creating/editing graphics, enhancing/manipulating photographs, color management, typography, and page layouts and grids.
- Knowledge of contemporary design theory and the ability to view design from a big picture perspective.
- Knowledge of integration of print and electronic materials, including social media and websites.
- Ability to use independent judgement and decision making on a regular basis.
- Ability to strategically integrate marketing plans to support the district marketing objectives.
- Understand best practices regarding the creation of web based content and how to structure online content.
- Knowledge of Associated Press style.
- Oral and written communication skills.
- Strong interpersonal and collaboration skills.
- Customer service and public relations skills.
- Critical thinking and problem solving skills.
- Ability to collaborate with staff on various projects.
- Personal computer and keyboarding skills.
- Ability to promote and follow Board of Education policies, District Policies and building and department procedures.
- Ability to communicate, interact and work effectively and cooperatively with all people including those from diverse backgrounds.
- Ability to recognize the importance of safety in the workplace, follow safety rules, practice safe work habits, utilize appropriate safety equipment and report unsafe conditions to the appropriate administrator.
- Ability to stay current with district policy, standards and training in the areas of data quality, data privacy, and cybersecurity with respect to student and staff data, and related information systems.

MATERIALS AND EQUIPMENT OPERATING KNOWLEDGE:

- Operating knowledge of district information technology systems and any other department specific software and equipment required within (2) months after entering position.
- Experience working with website content management systems (CMS) such as Drupal, Joomla and Wordpress.
- Understands open graph tags for integrating web content with social media platforms.
- Knowledge of bindery equipment preferred.

REPORTING RELATIONSHIPS & DIRECTION/GUIDANCE:

	POSITION TITLE	JOB CODE
Reports to:	Communications Manager	3106

	POSITION TITLE	# of EMPLOYEES	JOB CODE
Direct reports:	This job has no direct supervisory responsibilities.		

BUDGET AND/OR RESOURCE RESPONSIBILITY:

- Identifies a budget for every print job. Obtains a price quote from printer for all jobs. Provides cost estimate to customers and gets their approval.

PHYSICAL REQUIREMENTS & WORKING CONDITIONS: *The physical demands, work environment factors and mental functions described below are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

PHYSICAL ACTIVITIES:	Amount of Time			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Stand		X		
Walk		X		
Sit				X
Use hands and fingers to handle and/or feel				X
Reach with hands and arms		X		
Climb or balance		X		
Stoop, kneel, crouch, or crawl		X		
Talk			X	
Hear			X	
Taste	X			
Smell	X			

WEIGHT and FORCE DEMANDS:	Amount of Time			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Up to 10 pounds			X	
Up to 25 pounds			X	
Up to 50 pounds		X		
50 to 100 pounds	X			
More than 100 pounds	X			

MENTAL FUNCTIONS:	Amount of Time			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Compare			X	
Analyze			X	
Communicate				X
Copy			X	
Coordinate				X
Instruct			X	
Compute				X
Synthesize		X		
Evaluate		X		
Interpersonal Skills				X
Compile			X	
Negotiate		X		

WORK ENVIRONMENT:	Amount of Time			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Wet or humid conditions (non-weather)	X			
Work near moving mechanical parts	X			
Work in high, precarious places	X			
Fumes or airborne particles	X			
Toxic or caustic chemicals	X			
Outdoor weather conditions	X			
Extreme cold (non-weather)	X			
Extreme heat (non-weather)	X			
Risk of electrical shock		X		
Work with explosives	X			
Risk of radiation	X			
Vibration		X		

VISION DEMANDS:	Required
No special vision requirements.	
Close vision (clear vision at 20 inches or less)	X
Distance vision (clear vision at 20 feet or more)	
Color vision (ability to identify and distinguish colors)	X
Peripheral vision	X
Depth perception	X
Ability to adjust focus	X

NOISE LEVEL:	Exposure Level
Very quiet	
Quiet	
Moderate	X
Loud	
Very Loud	