

OZARK R-VI SCHOOLS  
JOB DESCRIPTION

**TITLE: COMMUNICATIONS/MARKETING SPECIALIST**

**QUALIFICATIONS:**

1. Ability to organize and manage time and multiple priorities to meet deadlines
2. Strong attention to detail
3. Computer skills including Google, Adobe Suite & graphic design programs
4. Video production and editing skills
5. Must be able to connect and engage with a wide variety of people
6. Ability to communicate and effectively work with others
7. Pass a background check that is satisfactory to the Board of Education
8. Baccalaureate Degree in Marketing, Communications, Business or related field

**REPORTS TO:** Director of Communications

**JOB GOAL:** To effectively manage district communications to promote the students, staff and programs of Ozark School District

**PERFORMANCE RESPONSIBILITIES:**

1. Assist with layout, design and production of website, videos, newsletters, social media and other publications to ensure school district information is disseminated in a quality format
2. Create marketing and communications materials across various media channels including video, print, web and social media
3. Assist with district sponsorship program including selling sponsorship opportunities and managing client accounts
4. Assist with arranging media interviews to keep the media informed of correct information concerning the school district
5. Assist with the planning, coordination and implementation of recognition programs and special events for the purpose of ensuring the programs are run according to district expectations and guidelines
6. Operate a variety of video, audio and computer equipment to produce programs for distribution
7. Communicate effectively, both orally and in writing, with internal and external audiences
8. Responds to inquiries from internal and external audiences (e.g. staff, parents, public agencies, etc.) to provide information and facilitate communication among parties
9. Performs other duties and responsibilities as directed by supervisor

**PHYSICAL DEMANDS:** Requires the ability to be mobile within the workplace

**TERMS OF EMPLOYMENT:** 12 Months as per School Board Policy GDBDA

**TYPE OF POSITION:** Exempt

**EVALUATION:** Evaluated annually by Director of Communications

**PAYSCALE:** Classified Salaries Exempt Scale -Column E with BS, Column F with MS or above

**APPROVED BY SCHOOL BOARD:** June 24, 2021