
Job Title: Digital Marketing & Communications Specialist

Reports to: Communications Director

Dept./School: Central Administration

Primary Purpose:

The position works directly under the supervision of the Communications Director to support and assist in the development and execution of marketing and community relations activities to promote the visibility and positive image of WSISD.

Primary job functions include: development and execution of digital campaign strategy; multi-site coordination, assist in coordination of special events; assist in content generation for use in internal and external marketing materials; and assist in production and/or updating of internal and external presentations.

QUALIFICATIONS**EDUCATION**

- Bachelor's degree in advertising, journalism, communications, or a related field from an accredited college or university

EXPERIENCE

- Minimum two years of experience in related field, such as marketing, advertising, social media strategy preferred

SPECIAL KNOWLEDGE/SKILLS

- Portfolio of strong creative content work
- Knowledge of common social media channels and other digital communication tools
- Experience in Google Ads, Facebook Ads and related digital ad platforms
- Proficient with Adobe Creative Suite software and video editing software – Final Cut Pro and/or iMovie
- Knowledge and experience with variety of A/V equipment, digital editing, and ability to take a project from pre-production to post-production
- Demonstrated skills in writing, editing, proofreading, and public speaking
- Ability to communicate effectively in both written and oral forms
- Knowledge of media relations and public relations
- Ability to manage time and meet multiple deadlines
- Highly motivated and creative self-starter

DUTIES AND RESPONSIBILITIES

1. Develop a variety of marketing tools and promotional collateral for internal and external distribution to celebrate and communicate the strengths of the district
2. Provide recommendations for integration of WSISD digital marketing efforts into broader WSISD marketing vision
3. Create and implement digital marketing strategy to deliver on WSISD vision
4. Create and execute marketing campaigns—including branding, advertising, social media engagement and video assets
5. Continually develop district brand profile and build comprehensive branding program
6. Provide support for social media content planning and generation
7. Create videos and take pictures of district events and news
8. Design, prepare and edit district online publications
9. Work with communications and other schools and departments to develop messages and materials to promote WSISD to external audiences
10. Assist with partnership events such as community nights at the stadium or Education Foundation events, etc.
11. Perform other duties as assigned

WORKING CONDITIONS

- Nights and weekend activities will be occasionally required.
- Moderate travel is required.

The foregoing statements describe the general purpose and responsibilities assigned to this job and are not an exhaustive list of all responsibilities and duties that may be assigned or skills that may be required.

Signature:

Date:
