

The Assistant Director of Marketing is responsible for the development and execution of strategic marketing initiatives to drive enrollment, promote school and district programs, and support employee recruitment. The Assistant Director uses data across multiple platforms to evaluate the effectiveness of advertising and marketing efforts and make recommendations to improve return on investment. This is a results-oriented position responsible for leading the work of district and school-based marketing staff. The Assistant Director collaborates with school and department leaders to align marketing efforts with district priorities.

Chain of Command:

The Assistant Director of Marketing reports to the Executive Director of Communications and Engagement.

Competencies of the Assistant Director of Communications and Strategic Partnerships:

- **Accountability:** Holds self and others accountable for measurable high-quality, timely, and cost-effective results. Determines objectives, sets priorities, and delegates work. Accepts responsibility for mistakes.
- **Communication:** Communicates with exceptional skill to a wide range of audiences in diverse situations through a variety of media. Strong grasp of AP style and impeccable grammar.
- **Developing Others:** Develops the ability of others to perform and contribute to the organization by providing ongoing feedback and by providing opportunities to learn and increase capabilities.
- **Innovation:** Develops new insights into situations; questions conventional approaches; encourages new ideas and innovations; designs and implements new or cutting-edge programs/processes.
- **Problem Solving:** Identifies and analyzes problems; weighs relevance and accuracy of information; generates and evaluates alternative solutions; makes recommendations.
- **Resilience:** Deals effectively with pressure; remains optimistic and persistent, even under adversity. Recovers quickly from setbacks.
- **Results Oriented:** Drives towards achievement of challenging goals, through a disciplined approach to work, using risk analysis, aligning strategy and mission, and regularly reviewing key measures of results.
- **Vision:** Takes a long-term view and builds a shared vision with others; acts as a catalyst for organization change. Influences others to translate vision into action

Essential Duties

- Develop annual enrollment and recruitment marketing strategies, in consultation with the Executive Director.
- Lead districtwide content development to support enrollment and marketing goals, including supervision of school-based regional enrollment specialists and district staff responsible for social media, websites, photography, and promotional content. Collaborate with Communications lead to identify and elevate stories for strategic messaging and media opportunities.
- Responsible for the development, execution and evaluation of annual marketing campaigns, budgets and editorial calendars, in alignment with District and department objectives.
- Develop and execute written and visual content, in alignment with District branding, for the purposes of marketing and promotion. Make brand recommendations to Executive Director, as needed.
- Oversee advertising sales account income and disbursement, consistent with Kyrene policy and regulation.

- Assist Executive Director with the hiring, supervision and evaluation of department staff
- Ensure consistent and smooth implementation of daily operational procedures of the department.
- Plan and implement professional activities for staff involving goal setting and career development.
- Develop, modify and implement best practices and principles as pertain to marketing and promotion.
- Attend Governing Board, District, and community meetings, as requested.

Education and Experience

Bachelor's Degree in a related field and three years of experience related to area of assignment is required; or an equivalent combination of education and experience sufficient to successfully perform the essential duties of the job such as those listed above.

3+ years of managerial experience preferred

3+ years of experience in school district communications preferred

Direct sales experience a plus

News media experience a plus

Licensing/Certification Requirements

Valid AZ IVP Fingerprint Clearance Card required

Date Revised

03.25.26