

The **Marketing Analyst** conducts professional analysis of marketing and communications performance data across multiple platforms. The Marketing Analyst's scope of work includes management of district social media and website content, development of digital media (graphics), and support for Regional Marketing Specialists. Under the direction of the Assistant Director of Marketing, the Marketing Analyst is responsible for the creation, execution and analysis of digital marketing initiatives.

Chain of Command

The Marketing Analyst reports to the Assistant Director of Marketing.

Competencies of the Marketing Analyst

- Exceptional written, verbal and visual communications skills
- Exceptional customer service skills
- Strong organizational and time management skills
- Proficiency with analytics and reporting platforms, including GA4, Google Workspace, and Meta Ads Manager
- Proficiency with design tools (Canva, Adobe Creative Suite)
- Knowledge of relevant federal, state and local laws pertaining to public education, digital media and communication (including web-based ADA compliance)

Essential Duties of the Communications Analyst

- Create and analyze impact of content on District social media, website and other platforms (print, digital, video)
- Assist with development and implementation of district-level marketing campaigns
- Measure and evaluate the performance of paid digital campaigns using tracking tools (e.g., UTM's, platform analytics) to optimize results and improve ROI
- Lead work of Regional Enrollment Specialists, setting expectations for content and consistency across school websites and social media platforms
- Engage with customers on social media and other interactive platforms with professionalism and integrity
- Analyze social media and website engagement to help support best practices for recruitment/retention
- Support district-level event coverage and storytelling, including photography and content creation

Minimum Qualifications

Bachelor's Degree in a related field and two 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.

Preferred Qualifications

Social media content management and analysis experience strongly preferred, including social media ad buying and campaign performance analysis. Website content management system experience, including basic HTML knowledge and understanding of digital ADA compliance, preferred. Visual media (Canva, Adobe Creative Suite) experience preferred.

Licensing/Certification Requirements

- Valid AZ Driver's License
- AZ Fingerprint Clearance Card

Date Revised

3.27.26