Adams12 Five Star Schools

Job Description

Prepared/Revised Date: April 2026

Job Title:	**School Marketing Specialist**	Job Code:	**260416**
Job Family:	**Central Administrative Support**	FLSA Status:	**Exempt-P**
Pay Program:	**Administrative**	Pay Range:	**L09**
Typical Work Year:	**12 months**		

SUMMARY: As a member of the district communications team, manages and implements comprehensive marketing plans for select schools. Outlines needs and recommends outcomes for marketing plans and leads the strategic and tactical implementation of these plans. Duties may include research, development and execution of plans and timelines, design guidance and content creation.

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 accommodation may be made to enable individuals with disabilities to perform the essential functions.*

Job Tasks Descriptions	Frequency	% of Time
1. Develops and implements comprehensive, strategic marketing support for designated schools. This includes branding initiatives, creation of marketing collateral, development of student recruitment and retention strategies, and execution of digital advertising and direct mail campaigns.	D	40%
2. Designs, implements and manages marketing strategy at the school level.	D	20%
3. Collaborates with graphic designers, translators, family outreach liaisons, the school marketing team, and other communications team members to ensure consistency in messaging and visual branding for the supported schools across numerous platforms and in multiple languages.	D	20%
4. Manages multiple school marketing projects concurrently, serving as the primary point of contact and project manager. Responsible for maintaining keen attention to detail while overseeing project timelines, resources, and successful completion	D	15%
5. Perform other duties as assigned.	Ongoing	5%
	Total	**100%**

EDUCATION AND RELATED WORK EXPERIENCE:

- Bachelor's degree in Marketing, Communications, Public Relations or related field preferred.
- Two to five (2-5) years of comprehensive experience in communications, marketing, public relations, and/or internal communications.
- Experience in stakeholder engagement and outreach to a diverse community preferred.

LICENSES, REGISTRATIONS or CERTIFICATIONS:

- Criminal background check required for hire.

TECHNICAL SKILLS, KNOWLEDGE & ABILITIES:

- Proficiency with digital tools, including social media platforms, website content management systems, and Google Workspace.
- Demonstrated relationship-building, strategic planning, facilitation, and project management skills to align stakeholders around shared goals.
- Experience with Canva or Adobe for graphic design.
- Strong written and verbal communications skills as well as experience with tailoring messaging to a variety of audiences, including multilingual families.
- Strong organizational skills, with the ability to manage multiple projects simultaneously and meet strict deadlines in a fast-paced environment.

- Attention to detail.
- Works collaboratively with others on a team.
- Ability and willingness to travel to schools throughout the district as well as maintain flexible hours in order to meet the schedule-related needs of school leaders.
- Experience with Meta and Google AD space for digital advertising.
- Basic graphic design, social media, photography, web content, digital advertising, and/or email newsletter platform skills preferred.
- 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 system.

MATERIAL 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.

REPORTING RELATIONSHIPS & DIRECTION/GUIDANCE:

	POSITION TITLE	JOB CODE
Reports to:	Director of Communications and Marketing	3106

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

BUDGET AND/OR RESOURCE RESPONSIBILITY:

- None

PHYSICAL REQUIREMENTS & WORKING CONDITIONS: *The physical demands, work environmental 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 accommodation 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			

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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	
Communicante				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	