Poudre School District

HUMAN RESOURCES DEPARTMENT

JOB DESCRIPTION

Job Title:	**Digital Marketing Manager**	FLSA Status:	**Exempt**
Job Family:	**Support Services**	Pay Range:	**SS90Y**
Prepared/Revised Date:	**February 7, 2025**	Job Code:	**35314**

SUMMARY: Responsible for leading the district's website and digital marketing strategies to increase engagement and improve user experience. This role combines website oversight with strategic marketing initiative to promote district success and enrollment growth.

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. Frequency of duties, percent of time and work year may vary based on department or building assignment. This job description is not intended to be all inclusive and the employee will also perform other reasonably related duties as assigned by the supervisor.*

1. Manage, update, and support the district and campus websites to ensure accurate, engaging, and ADA-compliant content.
2. Develop and implement digital marketing campaigns to support enrollment and promote district programs.
3. Collaborate with schools and departments to align website and marketing content with district branding.
4. Train and support campus staff in maintaining their web pages, ensuring consistent and user-friendly experiences.
5. Collaborate with team members and departments to develop and integrate digital content into marketing and communication strategies.
6. Stay informed of digital media trends and best practices to enhance the district's online presence.
7. Monitor website analytics and campaign performance to inform strategic decisions.
8. Perform other duties as assigned.

EDUCATION AND RELATED WORK EXPERIENCE:

- Bachelor's degree in communications, digital media, marketing, journalism, or a related field
- Five years of experience in website management and digital marketing
- Equivalent combination of education and experience acceptable

LICENSES, REGISTRATIONS or CERTIFICATIONS:

- Criminal background check required for hire

TECHNICAL SKILLS, KNOWLEDGE & ABILITIES:

- Ability to participate and work in a collaborative team environment
- Oral and written communication skills
- Expertise in website management and content management systems (CMS)
- Proficiency in SEO and web analytics tools to optimize user experience
- Strong understanding of digital marketing tools and techniques, including email campaigns and social media integration
- Ability to develop ADA-compliant web content and ensure accessibility for all users
- Skills in training and supporting non-technical staff on web-related tasks
- Strong visual design sensibilities for creating engaging web interfaces
- Strategic mindset to align digital marketing with organizational goals
- Interpersonal relations skills
- Customer service and public relations skills
- Critical thinking and problem-solving skills
- Ability to manage multiple priorities
- Ability to maintain honesty and integrity in all aspects of the job
- Ability and willingness to adhere to attendance requirements, including regular and punctual employee presence
- Ability to promote and follow Board of Education policies, District policies, administrative guidelines and building and department procedures
- Ability to communicate, interact and work effectively and cooperatively with people from diverse ethnic and educational 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

MATERIALS AND EQUIPMENT OPERATING KNOWLEDGE:

- Operating knowledge of and experience with personal computers and peripherals
- Operating knowledge of and experience with Microsoft Word, Excel, PowerPoint, Outlook, and/or other department software packages
- Operating knowledge of and experience with standard office equipment, such as telephones, copier, fax machine, E-mail, etc.

REPORTING RELATIONSHIPS & DIRECTION/GUIDANCE:

	POSITION TITLE	# of EMPLOYEES
Reports to:	Executive Director of Communications	
Direct reports:	This job has no direct supervisory responsibilities.	

STANDARD PHYSICAL DEMANDS & WORKING CONDITIONS: *Poudre School District is committed to the full inclusion of all qualified individuals. As part of this commitment, Poudre School District will ensure that qualified individuals with disabilities are provided reasonable accommodations. If reasonable accommodation is needed to participate in the job application or interview process, to perform essential job functions, and/or to receive other benefits and privileges of employment, please contact ada@psdschools.org.*

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 to finger, handle or feed				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			

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			
Up 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
Communicate				X
Copy			X	
Coordinate			X	
Instruct			X	
Compute			X	
Synthesize			X	
Evaluate			X	
Interpersonal Skills				X

MENTAL FUNCTIONS:	Amount of Time			
	None	Under 1/3	1/3 to 2/3	Over 2/3
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)	X
Color vision (ability to identify and distinguish colors)	X
Peripheral vision	X
Depth perception	X
Ability to adjust focus	

NOISE LEVEL:	Exposure Level
Very quiet	
Quiet	
Moderate	X
Loud	
Very Loud	