

## JOB DESCRIPTION

<b>POSITION TITLE:</b> Director, Content and Marketing	<b>JOB CODE:</b> 488H or 488C
<b>DIVISION:</b> Strategy and Accountability	<b>SALARY SCHEDULE:</b> Annual Central Office Personnel or Professional Supervisory Support Annual
<b>DEPARTMENT:</b> Communications	<b>WORK DAYS:</b> 238
<b>REPORTS TO:</b> Chief Strategy and Accountability	<b>PAY GRADE:</b> CDR (5, 6 or 7) or NK01
<b>FLSA:</b> Exempt	<b>PAY FREQUENCY:</b> Monthly
<b>PRIMARY FUNCTION:</b> Plans, creates, and manages content creation processes to communicate the District's strategic plan, vision, mission, priorities, goals, objectives and daily activities through all communication platforms.	

### REQUIREMENTS:

1.	Educational Level: Bachelor's Degree in Education or Journalism
2.	Certification/License Required: None
3.	Experience: 5 years of experience in content marketing, digital marketing, and journalism; 3 years of supervisory experience managing editorial processes required
4.	Physical Activities: Routine physical activities that are required to fulfill job responsibilities
5.	Knowledge, Skills, & Abilities: Exceptional written communication; digital marketing; strategic planning; digital media market knowledge; multi-media technology proficiency; management of content creators; deep understanding of search engine optimization, social media analytics, and social media algorithms

***The Board of Education and the Superintendent may accept alternatives to some of the above requirements.***

### ESSENTIAL DUTIES:

1.	Demonstrates prompt and regular attendance.
2.	Creates compelling content to be distributed across all channels including website, social media, mobile, video, print, and email.
3.	Manages and edits content produced by the communications team to be distributed across all channels including website, social media, mobile, video, print, and email.
4.	Manages digital marketing, content creation, and writing teams to ensure best practices in grammar, messaging, writing and brand tone/voice are being followed.
5.	Establishes and manages editing process and practice including establishing different tones and styles for different audience types and goals.
6.	Manages a centralized editorial calendar and content workflow for all assets (content creation, editing, publishing, curation, and measurement).
7.	Measures the effectiveness of all content. Leverages technology systems and social media management tools to provide analysis on performance and recommendations for optimizing content quality, processes and activation across all channels.
8.	Establishes and maintains an effective variety of social media tools utilizing current technology to communicate with the District's various stakeholders.
9.	Collaborates across internal functions including Branding and Events, Accountability, and Technology.
10.	Oversees the development and distribution of news releases and supporting materials to inform the public about District news.
11.	Provides support for the Senior Executive Director of Strategic Communications and Events in communicating with news media.
12.	Identifies and implements best practices in all communications.

13.	Provides the highest level of customer service while delivering communications to both internal and external stakeholders.
14.	Collaborates with the Senior Executive Director and Chief Strategy & Accountability Officer in the development, implementation, evaluation, and continual improvement of the District's comprehensive communications plan.
15.	Contributes content for print and electronic media channels of the District.
16.	Supervises, manages and evaluates assigned staff.
17.	Performs other duties as assigned by appropriate administrator.

Signature of Employee \_\_\_\_\_ Date \_\_\_\_\_

Signature of Supervisor \_\_\_\_\_ Date \_\_\_\_\_