

EMPLOYEE NAME: _____

Created: 5/21 Revised: 6/21

JOB DESCRIPTION

POSITION TITLE: Communications Analytics Supervisor	JOB CODE: 488J
DIVISION: Strategy and Accountability	SALARY SCHEDULE: Professional Supervisory Support
DEPARTMENT: Communications	WORK DAYS: 238
REPORTS TO: Director, Content and Marketing	PAY GRADE: Rank C (NK03)
FLSA: Exempt	PAY FREQUENCY: Monthly
PRIMARY FUNCTION: Responsible for data review of communication messaging, analysis of communication messaging, and recommendations for communication messaging based on analytics. Also responsible for the aggregation and analysis of qualitative community feedback. Support the Communications Department with content creation as needed.	

REQUIREMENTS:

1.	Educational Level: Master's degree or equivalent job experience required
2.	Certification/License Required: None
3.	Experience: Minimum of 5 years professional experience in education and 3 years designing, developing, and analyzing quantitative and qualitative data
4.	Physical Activities: Routine physical activities that are required to fulfill job responsibilities
5.	Knowledge, Skills, & Abilities: Excellent written and oral communication; considerable knowledge of K-12 education particularly K-12 programs, academics, and extra-curriculars; proficient in the use of computerized information systems including the operation and maintenance of data files; understanding of analytic dashboards provided from third-party vendors; ability to gather data, analyze, and creation of reports which highlight relevant data and present to various stakeholder groups; efficient time management skills

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.	Coordinates the development and maintenance of requested data collection in support of data-driven decision making by division staff.
3.	Facilitates timely and accurate data collection related to communication content on all District platforms.
4.	Supports content campaign creation with informed analysis based on analytics.
5.	Reviews, monitors, and reports results on data collected on a regular basis.
6.	Demonstrates project management skills with the ability to meet deadlines while maintaining multiple projects simultaneously with frequent interruptions.
7.	Serves on district committees and task forces in support of district initiatives and priorities.
8.	Contributes valuable and engaging written and digital media content to the District website, blog(s), social media, video, audio and other communications platforms as needed.
9.	Provides the highest quality of customer service while delivering communications to both internal and external stakeholders.
10.	Manages department programs/data collection as assigned by appropriate administrator.
11.	Performs other duties as assigned by the appropriate administrator.

Signature of Employee _____ Date _____

Signature of Supervisor _____ Date _____