

## JOB DESCRIPTION

<b>POSITION TITLE:</b> Communications Specialist	<b>JOB CODE:</b> 488F
<b>DIVISION:</b> Strategy and Accountability	<b>SALARY SCHEDULE:</b> Professional/Supervisory Support
<b>DEPARTMENT:</b> Communications	<b>WORK DAYS:</b> Annual Operational Personnel
<b>REPORTS TO:</b> Director of Content and Marketing	<b>PAY GRADE:</b> NK08
<b>FLSA:</b> Exempt	<b>PAY FREQUENCY:</b> Monthly
<b>PRIMARY FUNCTION:</b> Assists in the development and implementation of the district's communications and marketing plan with a focus on email marketing and communications delivered through platforms and technologies, like the Cobb Teaching and Learning System (CTLS).	
<b>REVISION DATE(S):</b> 5/25	

### REQUIREMENTS:

1.	Educational Level: Bachelor degree or its equivalency required (2 years of similar work level experience equals 1 year of college); combination of experience and education may be used to meet the degree requirement
2.	Certification/License Required: None
3.	Experience: 2 years professional experience related to email marketing, CRM tools, or digital communications platforms
4.	Physical Activities: Routine physical activities that are required to fulfill job responsibilities
5.	Knowledge, Skills, & Abilities: Excellent written and oral communication; ability to work successfully within teams; ability to develop and implement plans for improved communication with stakeholders using assigned delivery platform(s); background in communications technologies. Final candidates will be required to submit a portfolio or samples of recent professional writing.

***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.	Provides the highest level of customer service while delivering communications to both internal and external stakeholders.
3.	Works collaboratively with Department staff, other Departments/Divisions as assigned, schools and community partners to identify, develop and incorporate delivery of information primarily through email marketing platforms and CTLS.
4.	Develops, implements and manages district email marketing campaigns and CTLS communications to ensure targeted, timely, and relevant outreach to stakeholders, with a focus on continual improvement.
5.	Uses talents, skills and available resources to schedule email and CTLS content campaigns that align with the district's goals and branding guidelines.
6.	Establishes and implements processes and protocols for audience segmentation, email campaign tracking, and CTLS message deployment, including analytics review.
7.	Ensures that all email and CTLS communications are accurate, timely, and aligned with district messaging priorities.
8.	Assists local schools with communications needs related to email marketing and CTLS communications.
9.	As applicable, collaborates with appropriate administrator to develop content that promote the district's strategic communications, marketing, and brand identity, including assisting with photo, video, and copy development specifically optimized for email marketing campaigns and CTLS outreach.
10.	Reviews, evaluates, and recommends equipment and supplies to sustain and enhance the applicable communications platform(s).
11.	Collaborates with department staff and other departments/divisions to ensure optimal and reliable functioning of required hardware and software systems.

12.	Engages in continuing professional development to enhance knowledge and expertise in current and future technologies to deliver high-quality communications content.
13.	Assists with Board of Education meeting functions, as necessary.
14.	Evaluates, reviews and summarizes performance outcomes for continual improvement (e.g. email open rates, click-through rates, and engagement metrics within CTLS.)
15.	Performs other duties as assigned by the appropriate administrator.

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

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