

EMPLOYEE NAME: _____

JOB DESCRIPTION

POSITION TITLE: Director of Marketing and Creative	JOB CODE: 488S
DIVISION: Strategy and Accountability	SALARY SCHEDULE: Professional/Supervisory Support
DEPARTMENT: Communications	WORK DAYS: 238
REPORTS TO: Senior Executive Director of Communications	PAY GRADE: NK01
FLSA: Exempt	PAY FREQUENCY: Monthly
<p>PRIMARY FUNCTION: Serves as the strategic lead for all district branding, marketing, social media, and creative content. This position oversees a multidisciplinary team of communications professionals to develop and execute integrated marketing campaigns that support the district's mission and support and strengthen the district's brand and image. The director ensures consistent visual and message alignment across all platforms and leads efforts that promote district initiatives, inform and engage internal and external stakeholders, and strengthen connections with the Cobb community.</p>	

REQUIREMENTS:

1.	Educational Level: Bachelor's degree in Business, Marketing, Communications, Public Relations, Graphic Design, or a related field preferred. (A combination of experience and education may be used to meet the bachelor's degree requirement.)
2.	Certification/License Required: None
3.	Experience: Minimum of 7-10 years of professional experience in marketing, branding, and creative communications, including 2 years in a leadership role, media production leadership roles. Direct experience within a K-12 school district or equivalent public-sector environment preferred.
4.	Physical Activities: Routine physical activities that are required to fulfill job responsibilities
5.	Knowledge, Skills, & Abilities: Strong leadership and team management across creative functions; expertise in marketing, branding, content strategy, and digital media; proficiency with standard tools for design, communications, and content management; excellent written and verbal communication; ability to use data to guide decisions; strong organizational judgment and attention to detail; effective collaborator with a solid understanding of public education audiences.

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.	Leads the development and implementation of comprehensive marketing and creative strategies aligned to district goals and community engagement priorities.
3.	Oversees and mentors a cross-functional creative team, including graphic design, media production, social media, and communications staff.
4.	Directs the planning and execution of campaigns that support the district's mission and strategic goals.

5.	Oversees the development, maintenance, and continual improvement of the district's visual and brand identity across digital, print, social, and video platforms to ensure alignment with the district's mission and strategic goals.
6.	Oversees the creation and delivery of compelling multimedia content and engaging and impactful marketing campaigns
7.	Collaborates with district leadership, departments, and schools to align marketing and creative support for major initiatives and campaigns.
8.	Reviews performance data, analytics, and public feedback to refine messaging and improve campaign impact.
9.	Advises district leadership on marketing and creative strategies including branding and public outreach.
10.	Ensures quality control, editorial standards, and message alignment across all creative outputs.
11.	Leads internal training and development opportunities to build team capacity and elevate content quality.
12.	Supports marketing and communication needs during Board of Education meetings and public events.
13.	Aligns all creative and marketing functions with broader district communications goals and public engagement strategy.
14.	Performs other duties as assigned by appropriate administrator.

Signature of Employee _____ Date _____

Signature of Supervisor _____ Date _____