



EMPLOYEE NAME: \_\_\_\_\_

Revised: 6/03; 5/08; 10/12; 1/18; 9/22; 5/25

## JOB DESCRIPTION

<b>POSITION TITLE:</b> Marketing and Digital Media Specialist	<b>JOB CODE:</b> 488F
<b>DIVISION:</b> Strategy & Accountability	<b>SALARY SCHEDULE:</b> Professional/Supervisory Support
<b>DEPARTMENT:</b> Communications	<b>WORKDAYS:</b> Annual Operational Personnel
<b>REPORTS TO:</b> Director of Content and Marketing	<b>PAY GRADE:</b> Level H (NK08)
<b>FLSA:</b> Exempt	<b>Pay Frequency:</b> Monthly
<b>PRIMARY FUNCTION:</b> Assists in the development, implementation, and evaluation of the district's marketing strategies and digital media presence to increase stakeholder engagement through social media, multimedia content, and targeted marketing campaigns. through the use of communications technologies.	
<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: 2-5 years of professional experience in marketing, social media management, or digital content production
4.	Physical Activities: Routine physical activities that are required to fulfill job responsibilities
5.	Knowledge, Skills, & Abilities: Excellent written and oral communication; proficiency in social media strategy, digital content creation (photo, video, graphics), marketing analytics, and brand promotion; 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

***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 implement digital marketing campaigns and content strategies across social media, web, and other digital platforms.
4.	Develops, implements and manages digital marketing platforms and social media channels to support district initiatives and increase engagement.
5.	Uses talents, skills and available resources to create and develop compelling digital content (e.g. graphics, videos, and social posts) aligned with brand standards and marketing goal.
6.	Establishes and implements processes and protocols for the ongoing implementation of the assigned communications platform(s).
7.	Ensures that all information presented through the assigned communications platform(s) is current and accurate.
8.	Assists local schools with communications needs using the assigned communications platforms.
9.	Collaborates with assigned administrator to design and produce develop branded marketing products, social media campaigns, and digital assets including assisting with photos, video, and event coverage.

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 products.
13.	Assists with Board of Education meeting functions, as necessary.
14.	Monitors, evaluates, reviews, and reports on key performance outcomes for continual improvement of digital campaigns and social media.
15.	Performs other duties as assigned by the appropriate administrator.

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

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