

Job Title: **Marketing Specialist**
 Job Family: **Central Administrative Support**
 Pay Program: **Classified**
 Typical Work Year: **12 months**

Job Code: **04089**
 FLSA Status: **Non-Exempt**
 Shift Differential: **No**
 Pay Range: **G 28**

SUMMARY: Collaborate with district staff to produce professionally designed print and electronic materials, including social media and websites that support the strategic vision of Adams 12 Five Star Schools. Analyze the effectiveness of those materials in meeting objectives. Use contemporary design theory to create materials that support the implementation of district and school marketing plans. Train district staff and schools in effectively integrating various communications vehicles such as websites, social media and publications to support key objectives,

ESSENTIAL DUTIES AND RESPONSIBILITIES: *To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

Job Tasks Descriptions	Frequency	% of Time
1. Collaborate with district and school staff to develop and create consistent, high-level strategic marketing for district-wide and school initiatives using print and online communications. Provide creative direction by applying knowledge of graphic elements and pre-press skills to maximize the effectiveness and attractiveness of the district and school marketing efforts. In support of the district’s strategic marketing plan, identify target audience, tone and purpose of each publication, marketing material and social media post. Manage district branding and logos to ensure they align with the style guide. Photograph school and district events and use content to deliver strategic messaging across multiple platforms such as marketing materials, quarterly publications and social media. Communicate with Print Studio designer to make sure district and school branding is being used cohesively across multiple departments and buildings. Minor copywriting for headlines, captions and social media.	D	30%
2. Implement the strategic marketing plan through highly-effective designed marketing materials. Use software to produce a consistent look and feel on all print and electronic media to be delivered districtwide and throughout the greater Five Star community. Responsible for design and distribution of districtwide publications. Integrate typography, photography, graphics and color schemes while adhering to the district’s style guide. Determine appropriate paper stock, finish size and format for each publication. Prepare files for press. Advise staff on printing specifications and paper, printing and bindery options. Establish timelines and communicate on progress. Research new methods and learn new technologies to keep the district’s marketing and communications efforts on the cutting edge.	D	30%
3. Charged with converting fans/followers into brand champions and advocates for the district and its schools. Implement, evaluate and manage the district’s social media strategy to include content strategy and developing brand awareness on all social media channels (Facebook, Twitter and LinkedIn). Schedule and post strategic content to support the district’s communication and marketing plan. Follow district school accounts and share relevant news stories. Use copywriting to portray consistent voice. Support schools with their social media accounts, including but not limited to, establishing new pages upon request, providing training, and supporting schools with ongoing communication and marketing guidance.	D	25%
4. Work closely with web developer to support schools and district departments with web needs. Help troubleshoot issues with websites and/or webpages. Assist with staff trainings. Create graphics and provide creative direction for websites in support of a clear and consistent brand for the district. Work with communication team to audit and manage web content for the district and schools.	D	10%
5. Perform other duties as assigned.	Ongoing	5%
	TOTAL =	100%

EDUCATION AND RELATED WORK EXPERIENCE:

- Bachelor’s degree in Journalism, Communications, Graphic Design, Marketing, Advertising or related field.

- More than three years of experience in communications, graphic design, photography, prepress, typography, page layout, print production and finishing methods.

LICENSES, REGISTRATIONS or CERTIFICATIONS:

- Criminal background check required for hire.

TECHNICAL SKILLS, KNOWLEDGE & ABILITIES:

- Advanced design skills including scanning files, creating/editing graphics, enhancing/manipulating photographs, color management, typography, and page layouts and grids.
- Knowledge of contemporary design theory and the ability to view design from a big picture perspective.
- Knowledge of how print and electronic materials, including social media and websites, are strategically integrated into marketing plans to support the marketing plans’ objectives.
- Understand best practices regarding the creation of web-based content and how to structure the online content.
- Knowledge of Associated Press style.
- Oral and written communication skills.
- Interpersonal relations skills.
- Customer service and public relations skills.
- Critical thinking and problem solving skills.
- Ability to collaborate with staff on various projects.
- Personal computer and keyboarding skills.
- Ability to promote and follow Board of Education policies, District Policies and building and department procedures.
- Ability to communicate, interact and work effectively and cooperatively with all people including those from diverse ethnic and educational backgrounds.
- Ability to recognize the importance of safety in the workplace, follow safety rules, practice safe work habits, utilize appropriate safety equipment and report unsafe conditions to the appropriate administrator.

MATERIALS AND EQUIPMENT OPERATING KNOWLEDGE:

- Operating knowledge of district information technology systems and any other department specific software and equipment required within 2 months after entering position.
- Experience working with website content management systems (CMS) such as Drupal, Joomla and Wordpress.
- Understands open graph tags for integrating web content with social media platforms.
- Knowledge of bindery equipment preferred.

REPORTING RELATIONSHIPS & DIRECTION/GUIDANCE:

	POSITION TITLE	JOB CODE
Reports to:	Communications Manager	3106

	POSITION TITLE	# of EMPLOYEES	JOB CODE
Direct reports:	This job has no direct supervisory responsibilities.		

BUDGET AND/OR RESOURCE RESPONSIBILITY:

- Identifies a budget for every print job. Obtains a price quote from printer for all jobs. Provides cost estimate to customers and gets their approval.

PHYSICAL REQUIREMENTS & WORKING CONDITIONS: *The physical demands, work environment factors and mental functions described below are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

PHYSICAL ACTIVITIES:	Amount of Time			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Stand		X		
Walk		X		
Sit				X
Use hands to finger, handle or feed				X
Reach with hands and arms		X		
Climb or balance		X		
Stoop, kneel, crouch, or crawl		X		
Talk			X	
Hear			X	
Taste	X			
Smell	X			

WEIGHT and FORCE DEMANDS:	Amount of Time			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Up to 10 pounds			X	
Up to 25 pounds			X	
Up to 50 pounds		X		
Up to 100 pounds	X			
More than 100 pounds	X			

MENTAL FUNCTIONS:	Amount of Time			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Compare			X	
Analyze			X	
Communicate				X
Copy			X	
Coordinate				X
Instruct			X	
Compute				X
Synthesize		X		
Evaluate		X		
Interpersonal Skills				X
Compile			X	
Negotiate		X		

WORK ENVIRONMENT:	Amount of Time			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Wet or humid conditions (non-weather)	X			
Work near moving mechanical parts	X			
Work in high, precarious places	X			
Fumes or airborne particles	X			
Toxic or caustic chemicals	X			
Outdoor weather conditions	X			
Extreme cold (non-weather)	X			
Extreme heat (non-weather)	X			
Risk of electrical shock		X		
Work with explosives	X			
Risk of radiation	X			
Vibration		X		

VISION DEMANDS:	Required
No special vision requirements.	
Close vision (clear vision at 20 inches or less)	X
Distance vision (clear vision at 20 feet or more)	
Color vision (ability to identify and distinguish colors)	X
Peripheral vision	X
Depth perception	X
Ability to adjust focus	X

NOISE LEVEL:	Exposure Level
Very quiet	
Quiet	
Moderate	X
Loud	
Very Loud	