



REQUISITION NUMBER: 26537-1

JOB ANNOUNCEMENT

Director of Marketing Communications Department

CLOSING DATE: September 12, 2019

JOB SUMMARY

The Director of Marketing, under the supervision of the Executive Director of Communications, will provide a broad range of internal and external public relations/marketing support including research, project planning, plan development and implementation.

MINIMUM QUALIFICATIONS

(Only those persons who meet the minimum qualifications as posted should apply)

- Bachelor's Degree in Marketing, Communications or closely related field.
- Minimum of four (4) years experience in marketing and/or public relations preferred.
- External candidate must have satisfactory outcome of fingerprinting check. Non-refundable fee (approximately \$50.00) paid by employee

KNOWLEDGE/SKILLS/ABILITIES

- Skill in researching topics of discussion or interest
- Ability to grasp essentials and core ideas from a wide array of information
- Knowledge of traditional and digital marketing, content marketing, and social media marketing
- Skill in operating software application packages (MS Word, Excel, Powerpoint)
- Skill in using major social media platforms
- Strong knowledge of public education and school operation related issues
- Ability to stay abreast of local, state and national education trends and news
- Ability to communicate effective, both verbally and written, with diverse groups of individuals utilizing tact and diplomacy
- Ability to adjust to rapidly fluctuating situations and manage multiple projects simultaneously
- Ability to establish and maintain effective working relationships with co-workers, District employees, elected officials and/or representatives, outside agencies, news media and the general public.

DUTIES AND RESPONSIBILITIES

1. Develop and execute, in collaboration with District leadership, creative digital and traditional marketing campaigns, including the development of department and/or campus marketing plans.
2. Promote the District's brand, messaging, products, and services.
3. Conceptualize and develop engaging, educational content (including, but not limited to, videos and data visualizations) to be shared with internal and external audiences.
4. Support the District's social media strategy and create brand awareness by creating content, building followership, and developing internal processes for social media platforms.
5. Conduct market research by creating and/or facilitating surveys and questionnaires.
6. Analyze effectiveness of marketing campaigns at the District, department, or campus level by identifying and tracking appropriate metrics to measure success and inform future efforts.
7. Create ads, flyers, and promotional presentations for both external and internal use.
8. Assist with branding efforts and brand consistency initiatives.
9. Attends meetings, conferences, workshops on behalf of the Communications Department
10. Manages or supports special communications department projects as directed.
11. Interact with business or community leaders and representatives.
12. Perform other duties as assigned.

WORKING CONDITIONS

Maintain emotional control under stress. Repetitive hand motions; prolonged use of computer. Daily attendance and punctuality at work on time every day are essential functions of the job.

TERMS OF EMPLOYMENT

SALARY: \$83,794 - \$98,581

TYPE OF ASSIGNMENT: Full-Time, Exempt

PAY GRADE: BN07

MINIMUM WORK DAYS: 226

NOTICE: If you are selected for a job with NISD, your immediate supervisor will be contacted prior to a final employment offer being made.

**FOR HR USE ONLY
PN: 4820**