

**Regional Office of Education #9
Champaign & Ford Counties**

Job Description

TITLE: Marketing Coordinator, ILTPP

DEPARTMENT: Learning Technology Center

QUALIFICATIONS:

1. Proven experience as a Marketing Coordinator, Graphic Designer, or similar role.
2. Proven experience with traditional and digital marketing tools, market research techniques, and databases.
3. Knowledge of educational software, hardware, and other technology related tools preferred.
4. Excellent project management or event management skills with the ability to coordinate both internal and external resources.
5. Experience with Adobe Creative Suite, Customer Relationship Management systems, Content Management Systems, and web analytic platforms.
6. Strong verbal and written communicator with ability to convey complex messages through a variety of content formats across all levels of an organization.
7. B.A. or B.S. in marketing or related field preferred.
8. Ability to work both individually and collaboratively with stakeholders.
9. Other qualifications as deemed necessary by the Regional Superintendent.
10. Any of the above qualifications may be waived by the Regional Superintendent when needed.

REPORTS TO: Program Manager, ILTPP
Director, Learning Technology Center

SUPERVISES: Does not supervise any employees.

JOB GOALS: The ILTPP Marketing Coordinator is responsible for leading all marketing and event efforts, including conducting market research, producing promotional materials, developing and evaluating marketing campaigns, facilitating vendor events, and analyzing sales data.

PERFORMANCE RESPONSIBILITIES:

1. Marketing

- a. Proactively assesses program's performance and develops marketing solutions to deliver program goals.
- b. Develops, executes, and monitors successful marketing campaigns (email, online, print, events, social media, press releases, etc.) under the direction of the Program Manager.
- c. Crafts clear product marketing copy, promotional materials, and marketing literature to augment the programs presence in the education market.
- d. Organizes promotional activities for new products/services.

- e. Manages, coordinates, and attends promotional events throughout Illinois to promote ILTPP and its partnering vendors.
 - f. Composes and posts online content to the program's website and social media accounts
 - g. Develops and conducts informational presentations.
 - h. Conduct research to analyze members' behavior (e.g. purchasing habits, trends, and preferences).
 - i. Identify and analyze competitive organizations.
2. **Operations**
- a. Supports Customer Relationship Management (CRM) system.
 - b. Maintains knowledge of ILTPP contracts, policies, procedures, and software licensing.
 - c. Builds and maintains trusting relationships with program participants, vendors, and educational entities.
 - d. Prepare (monthly, quarterly, and annual) forecasts.
 - e. Creates, manages, and generates sales reports.
3. **Other:** Performs other duties as assigned.

TERMS OF EMPLOYMENT: To be determined by the ROE9 Regional Superintendent

EVALUATION: To be completed by the Director of the Learning Technology Center in accordance with the policies and practices of the Regional Office of Education.