

Carroll Independent School District Job Description

JOB TITLE: **Marketing Communication Coordinator** Pay Grade: AP2

Supervisor: Executive Director
Communications & Engagement

Employment Days: 226

Department: Communications & Engagement

Wage/Hour Status: Exempt

MISSION:

Building on a Dragon tradition of excellence, the Carroll Independent School District will foster a safe, caring, and creative learning environment that inspires students to realize their full potential as they positively impact the world around them.

JOB SUMMARY:

This position will assist the Executive Director of Communications & Engagement in the activities of the marketing and communications program.

QUALIFICATIONS:

- Effective interpersonal skills.
- Excellent oral and written communication skills.
- Bachelor's degree required in video/television production, marketing, journalism, communications or related field.
- Graphic and Video production experience strongly preferred.
- Marketing and public relations experience preferred.
- Administrative experience in planning programs and preparing budgets preferred.
- Proficient in event management.

MAJOR RESPONSIBILITIES:

- Work to establish annual marketing goals to ensure the maximum utilization of facilities and services.
- Develop and execute marketing plans and programs, both short and long range, to ensure maximum utilization of the district's facilities and services for revenue enhancement.
- Initiate and develop sponsorship and advertising contracts in accordance with Board-approved marketing guidelines.
- Oversee copywriting, design, layout, paste-up, and production of promotional materials for marketing program.
- Plan and oversee the organization's advertising and promotional activities including print, electronic and direct mail outlets.
- Conduct formal and informal surveys on current and new marketing concepts.
- Prepare annual marketing activity reports.
- Attend committee meetings, Chamber luncheons, and community special events as directed by the Executive Director.
- Assist with the operations of the of department as outlined by the Executive Director.
- Manage eBlasts, arts & entertainment news, as well as special communications projects.
- Maintain a professional level of confidentiality regarding all district matters.

- Keep abreast of innovative practices.
- Be adaptable and flexible in acceptance of changes in techniques and procedures.
- Uphold and adhere to safety rules.
- Support the goals and objectives of the district and follow district policies.
- Perform other duties as assigned.

MENTAL DEMANDS/PHYSICAL DEMANDS/ENVIRONMENTAL FACTORS:

Tools/Equipment Used: Standard office equipment including personal computer and peripherals; camera(s), video cameras; desktop publishing software

Posture: Prolonged sitting; occasional bending/stooping, pushing/pulling, and twisting

Motion: Repetitive hand motions including frequent keyboarding and use of mouse; occasional reaching

Lifting: Occasional light lifting and carrying (less than 15 pounds)

Environment: May work prolonged or irregular hours

Mental Demands: Work with frequent interruptions; maintain emotional control under stress

THE REFERENCED STATEMENTS DESCRIBE THE GENERAL CHARACTERISTICS, QUALIFICATIONS AND PERFORMANCE RESPONSIBILITIES OF THIS POSITION, HOWEVER, ADDITIONAL REQUIREMENTS MAY BE STIPULATED DURING THE TERM OF ASSIGNMENT.

REVIEWED BY: _____ DATE: _____
(Executive Director of Human Resources)

APPROVED BY: _____ DATE: _____
(Assistant Superintendent for Student & Staff Services)

Date Created: 7/2003	Date(s) Revised: 08/26/2021
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