

EASTERN CARVER COUNTY SCHOOLS

Position Description

SECTION I: GENERAL INFORMATION

Position Title: <i>Marketing and Engagement Specialist</i>	Department / Building: <i>Community Relations / District Education Center</i>
Reports to: <i>Chief of Staff and Exec. Director of Strategic Communications</i>	FLSA Status: <i>Exempt</i>
Band/Grade/Subgrade:	Bargaining/Work Unit: <i>Professional Technical</i>
Tier/Lane: <i>Community Relations</i>	Position Last Updated: <i>March 2026</i>

SECTION II: JOB SUMMARY

Under the direction of the Chief of Staff and Executive Director of Strategic Communications, this district-level position focuses on the public-facing strategic marketing efforts of ECCS. This position will also plan and support events to proactively engage with the community, such as kindergarten enrollment events, preschool outreach campaigns, and large district events like the All Staff Back to School breakfast. Primary responsibilities include: marketing for enrollment efforts, development of plans to increase engagement with internal and external stakeholders to advance knowledge of and support for ECCS, and event planning and execution.

SECTION III: ESSENTIAL DUTIES AND RESPONSIBILITIES

Duty/Responsibility No:	1	Statement of duty/responsibility: <i>Marketing Outreach and Engagement</i>
Percent of Time:	40%	

Tasks involved in fulfilling above duty/responsibility:

- *Create and execute a strategic events and marketing plan for ECCS, ensuring all large events undertaken each year align with district goals, create meaningful and inclusive opportunities for stakeholders to interact with the district, and foster pride and belonging.*
- *Develop and implement marketing materials and events focused on increasing knowledge of and support for ECCS, with an emphasis on external partners and community members.*
- *Proactively find and create opportunities to build relationships with potential and existing ECCS families and stakeholders, including local preschools, realtors and builders, and other community groups.*
- *Create materials and tailor experiences for families and stakeholders based on their unique needs and interests.*
- *Welcome new and potential families to Eastern Carver County through various outreach efforts*

Duty/Responsibility No:	2	Statement of duty/responsibility:
Percent of Time:	40%	<i>Event coordination and production</i>

Tasks involved in fulfilling above duty/responsibility:

- *Plan, coordinate, and execute culturally- and community-responsive events to reach multiple stakeholder groups, including kindergarten enrollment events, high school registration nights, open houses, staff welcome, and academic achievement celebrations.*
- *Work directly with department and building leaders to plan and execute outreach events across the ECCS community*
- *Develop event timelines, budgets, and logistics plans to ensure successful execution*
- *Oversee on-site event logistics in partnership with district staff*
- *Build and maintain partnerships with vendors*

Duty/Responsibility No:	3	Statement of duty/responsibility
Percent of Time:	20%	<i>Communications support</i>

Tasks involved in fulfilling above duty/responsibility:

- *Provide support for district and building website management*
- *Promote district to broader community.*
- *Compile and share news of student, staff, alumni, and district and school achievements through varied and appropriate channels.*
- *Meet regularly with communications department staff to set and monitor communications marketing goals and objectives and support meeting of overall department goals.*
- *Assist with crisis communication in event of emergencies, weather-related incidents, etc.*

SECTION IV: KNOWLEDGE, SKILLS AND ABILITIES

- *Experience managing event planning, logistics, and production*
- *Experience communicating with diverse audiences using various communication methods, including Facebook, Instagram, and other platforms*
- *Knowledge and experience with FinalSite or other website management service.*
- *Tech savviness with a focus on best practices.*
- *Knowledge and experience with Canva, Adobe InDesign, Photoshop*
- *Bilingual speaker is a plus*
- *Enthusiastic and personable with a positive, customer-focused attitude*
- *Creative and artistic with a proven ability to make an idea into reality*
- *Able to work independently and under direction of supervisors*
- *Willingness to meet high expectations as part of a small and effective communications team*
- *Ability to prioritize tasks and meet deadlines*
- *Evidence of an understanding of the school culture and environment*
- *Training, skills/ability to work with adults and children*
- *A valid driver's license*
- *Commitment to carry out the vision, mission and belief statement of Eastern Carver County Schools*

SECTION V: EDUCATION / CERTIFICATION REQUIREMENTS

- Bachelor's degree in communications, marketing, journalism, public relations, or related field, OR
- Three (3) years of related experience

SECTION VI: EXPERIENCE REQUIREMENTS

- One - three years of related professional experience in similar positions/related duties (will consider recent graduate with internship experience)

SECTION VII: COMPETENCIES AND/OR VALUES COMMON TO ALL POSITIONS

- A clear and demonstrated commitment to the District mission, which is to ensure high quality, innovative, challenging education where all learners are valued and respected.
- Performing assigned responsibilities in a manner consistent with the District's established Core Values.
- Advancing the District's mission and values through careful attention to the key issues of Learning, Environment and Resources.

SECTION VIII: PHYSICAL JOB REQUIREMENTS

(Indicate according to essential duties/responsibilities):

The physical job requirements described here are representative of those an employee encounters while performing the primary functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the primary functions.

Key: N=Never O=Occasionally (1-33%) F=Frequently (34-66%) C=Consistently (67-100%)				
Demands		Demands		Demands
Physical		Lifting/Carrying		Exposure to Environ. Conditions
Standing	F	Up to 10 pounds	F	Possible exposure to blood-borne pathogens through blood and/or body fluids
Walking	F	Up to 25 pounds	O	
Sitting	C	Up to 50 pounds	O	
Talking in person/on the phone	F	Up to 75 pounds	N	Toxic chemicals
Pushing/Pulling	O	Up to 100 pounds	N	Moving parts
Hearing	C	More than 100 pounds	N	Electrical shock risk
Feeling, grasping, finger dexterity	C	Noise Levels		Explosives
Climbing, balancing	O	Quiet (i.e. private office)	O	Fumes
Stooping (bend at waist)	O	Moderate noise (i.e. business office with typewriters/ printers, light traffic)	C	Extreme cold (non-weather)
Crouching, crawling, kneeling, Squatting	O			Loud noise (i.e. many children laughing & playing, large earth moving equipment)
Stretching/reaching with hands & Arms	F	Very loud noise (i.e. jack hammer, front row rock concert)	O	Varying weather conditions
Distinguishing smell	O			N
Distinguishing temperature	O			Vision for close work/ability to adjust focus
Traveling by automobile	O			Looking at computer monitor
				Color vision (identify & distinguish colors)
				Peripheral, depth perception

Note: Such alternatives to the above qualifications as the School Board may find appropriate and acceptable.