

Job Description

**Director of Marketing
and Community Engagement**

JOB TITLE: Director of Marketing and Community Engagement

REPORTS TO: Chief Communications Officer

SALARY: Based on State and Local Salary Schedules

STATUS: Permanent, 12 months, Classified, Exempt

SUMMARY:

The Director of Marketing and Community Engagement leads Durham Public Schools in developing communication strategies and vehicles to promote the brand of the district and its schools, and supports the Chief Communications Officer in implementing programs and methods to align community support for meeting the objectives of the district Strategic Plan.

RESPONSIBILITIES & DUTIES:

1. Identify and promote marketable strengths among the district's schools, students, employees, programs and initiatives through executing marketing and promotions.
2. Consult with schools and departments to implement branding strategies (consistent with the larger Durham Public Schools brand) to strengthen the programs' identities and reputations
3. Direct the production of district and school marketing materials and publications
4. Assist the Chief Communications Officer in advising schools and departments on implementing internal communications strategies that support the brand among employees
5. Develop a plan and budget for targeted advertising and marketing opportunities, along with measurable outcomes
6. Identify and implement methods to promote deeper community involvement in Durham Public Schools at the school and district level, with particular attention to underserved communities within Durham
7. Advise school administrators in the use of social media, publications and other venues to strengthen bonds within their school communities
8. Serve as backup to the Chief Communications Officer for press and media relations
9. Support the public relations function of the department by identifying positive stories and media opportunities
10. Manage vendor relationships in the event contracted support is required to achieve marketing objectives
11. Lead the Office of Public Affairs in the absence of the Chief Communications Officer
12. Other duties as assigned

MINIMUM EDUCATION, EXPERIENCE AND REQUIREMENTS:

Bachelor's degree with five to seven years of progressive responsibility for school and district marketing. Master's degree preferred. Strong writing and public speaking skills; strong sense of visual design. Responsive customer service skills. Thorough knowledge of professional office practice, procedures and office software programs; or any equivalent of knowledge, training and experience; valid North Carolina driver's license.