

## POSITION DESCRIPTION

**Position:** Senior Director of Marketing & Communications

**Purpose:** To effectively market and communicate about Eden Prairie Schools so that staff, parents and community are well-informed.

**Primary Customers:** **Internal:** Teachers, principals, staff, superintendent  
**External:** Students, parents, community members, potential community members and the media.

**Position Qualifications:** **Education/Certification:**

- Bachelor's degree in communication, journalism, marketing, education, or related field required.

**Experience:**

- Minimum of 5 years of experience in marketing, communications, or public relations.
- Advanced skills in writing, editing and publications production required.
- Strong information technology skills that include website management, digital communication and social media.

**Qualifications:**

- Ability and experience to synthesize and accurately communicate complex issues in an understandable manner.
- Skilled at anticipating the need for information based on political trends and emerging issues.
- Knowledge of data collection and ability to organize, interpret and present such data in an understandable format to diverse audiences.
- Ability to manage complex communication projects involving multiple sites and numerous individuals.
- Proficient at using current information technologies including internet and video and able to keep pace with emerging trends.
- Demonstrated ability to design, produce and develop print documents, web communications and multimedia presentations.

*All positions are designed to support the **MISSION** of the Eden Prairie School District:  
**Inspiring Each Student Every Day.***

**Essential Responsibilities:**

- 1. Marketing.** Develops and implements marketing strategies that promote the district's programs to effectively attract new families and retain current families in our schools. Oversees the overall promotion of the district's public image including the development and implementation of marketing strategies to publicize district achievements, services, innovative programs, referendum initiatives, and business partnerships. Promotes and supports the district's brand and ensures that internal and external marketing materials and communications align with that brand. Manages the development of dynamic content for

social media distribution to drive online traffic to the school district website. Promotes school district events such as, but not limited to, welcome activities, open houses, early childhood and kindergarten registration, and school programs. Conducts market research to analyze current trends and identify opportunities to promote the school district. Develops concepts and supervises the production of multimedia presentations for special events

- 2. Communications.** Develops and implements multi-channel communication strategies that are consistent with the district’s mission, vision, core values and strategic plan. Oversees, develops, and manages all official school communications across all media platforms and ensures materials are accurate, consistent, and timely. Plans, creates, and executes internal and external district communication and publications including, but not limited to, district website content, videos, newsletters, press releases, brochures, social media, and promotional materials that support the district’s mission of inspiring each. Ensures district communications portray key messages, follow the approved style and branding guide, show a commitment to equity and inclusion, are culturally appropriate, and accessible to all. Targets outreach to actively engage with diverse populations within the community. Evaluates public attitudes through multiple avenues including polling instruments, communicates programs and initiatives to the community, and with the use of current trends and innovations, executes a plan to deepen the community trust and partnership. Works in cooperation with district and department leadership in the planning, preparing, formatting, publishing and dissemination of reports and other communications. Manages internal communication vehicles and technology tools for access by all school district employees. Defines and delivers communication activities to engage the community and generate understanding for district efforts such as levy and bond referendums.
- 3. Media Relations.** Creates a climate of cooperation between the media and district for mutual benefit in the dissemination of news and information to public audiences at the local, state, and national level. Serves as a liaison between the district and the media. Organizes proactive media relations activities, media conferences, news releases and crisis communications.
- 4. Strategic Communications Planning.** Direct the school district’s overall plan for internal and external communication that includes information technology, image promotion and marketing efforts. Serve on district committees that support communication, information technology and strategic planning. Assist principals with building level communications plans. Assist with the development of site/department communication efforts.

RESULT: District communications will be developed and continuously improved through a deliberate and collaborative planning process. Communication is linked to all sites.
- 5. Public Communications.** Develops linkages and strong cooperative relationships with the city, area agencies, businesses, the chamber of commerce, community members, and other units of government. Provides leadership for volunteer and employee efforts to inform and engage elected officials and governmental staff in support of public education. Creates and provides district and public information on elections affecting schools including district funding referendums. Represents the district at local, state and national conferences and meetings
- 6. Department & Budget Management.** Hires, trains, coaches, and evaluates department employees. Develops and aligns employee development opportunities and induction that support the district's mission, vision, and core values. Manage the Marketing and Communications budget to meet and remain within the annual allocation. Identify funding opportunities to generate federal, state, or private financial support

**7. Other duties as assigned.**

**Standard Measures of Accomplishment:**

1. The school district’s image is maintained at the highest level of integrity.
2. Information is communicated effectively throughout the school district and community.
3. Internal and external communication processes are well designed and continuously improved.
4. Eden Prairie Schools web communications are consistently managed and improved.
5. District-level informational videos and other multimedia promotional material are current and available.

This job description describes the general nature and work expected of an individual assigned to this position. Employees may be required to perform other job-related duties as requested by their supervisor. All requirements are subject to possible modification to reasonably accommodate individuals with a disability.

**Terms of Employment:**

Classification Number:	Cabinet/Senior Director
Hours/Week:	40
Days/Year:	260*

\*Hours and days of service are established by the school district and are subject to change according to district need. Working conditions are determined by written contract between the Senior Director and the Eden Prairie School District.

**Evaluation:**

Performance will be evaluated by the Superintendent in accordance with the procedures of the district’s performance improvement process.