

## POSITION DESCRIPTION

**POSITION:** Marketing and Communications Supervisor

**PURPOSE:** The Marketing and Communications Supervisor is a working manager who oversees the district's day-to-day marketing and communications operations, creating exceptional experiences for internal and external stakeholders. This role supervises a dedicated team focused on communications, marketing, creative services, digital engagement, storytelling, and event support while ensuring high-quality service, aligned messaging, and efficient project execution.

**PRIMARY CUSTOMERS:**

**Internal:** Executive Director of Strategic Growth and Engagement, Director of Marketing and Customer Experience, Cabinet, Directors, Superintendent, Principals, Welcome Center team, Enrollment and Outreach team, Marketing and Communications team, all staff

**External:** Students, families, partners, and community

### POSITION QUALIFICATIONS:

**Education/Certification:** Bachelor's degree or higher in Marketing, Communications, Public Relations, Journalism, Advertising, English, Media, or a related field AND 2 years of experience; OR, 6 years of related experience

**Experience:** Supervising, coaching, mentoring and supporting a team, including with relevant and structured professional development

Leading day-to-day marketing and communications operations, including project intake, assignment of work, prioritization, timelines, and quality control

Developing and executing effective strategies for communications, marketing, storytelling, digital engagement, creative services, and event support

Managing internal systems, service delivery, and workflow processes to improve efficiency, consistency, and customer experience

Establishing strong policies, practices, processes, and procedures

Demonstrating exceptional levels of judgment, service, professionalism, and discretion

**Qualifications:**

Knowledge of effective strategies and tactics for marketing, communications, engagement, and improving the customer experience across a variety of audiences

Expert communication and interpersonal skills necessary to establish and maintain effective working relationships with a wide range of stakeholders

Evidence of implementing effective principles and practices of marketing and communications across cultures

Highly effective at working with people with diverse backgrounds and identities

Evidence of dependability, accuracy, attention to detail, meeting deadlines, and problem-solving skills

Commitment to being a collaborative team player and working cross-departmentally to achieve common goals

Ability to work under some supervision, manage sensitive and confidential issues, and/or refer issues to appropriate authority

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

**ESSENTIAL RESPONSIBILITIES:**

- 1. Oversee marketing and communications workflow and operations.** Lead the day-to-day operations of the district's marketing and communications work by managing project intake, prioritization, timelines, and workflow. Serve as the primary coordinator for assigning work and monitoring progress to ensure projects are completed on time and with a high level of quality. Develop and refine systems, procedures, and expectations that create consistency, responsiveness, and efficiency across the team. Proactively identify opportunities to streamline services, improve internal processes, and remove barriers for stakeholders.
- 2. Supervise a high-functioning team.** Supervise and support team members responsible for communications, digital strategy, marketing and outreach, creative services, and event coordination. Foster a culture of collaboration, innovation, accountability, and excellence. Provide coaching, feedback, and professional development opportunities that strengthen individual performance and collective team success. Create a supportive and inclusive environment where team members can grow, contribute, and thrive.

- 3. Support implementation of strategic marketing and communications efforts.** Guide and contribute to the daily execution of marketing and communications initiatives aligned with the district's mission, strategic plan, and department priorities. Coordinate and directly support messaging, storytelling, campaigns, print and digital content, promotional efforts, and event communications that strengthen awareness, engagement, and trust. Ensure communications and marketing efforts are timely, accurate, audience-centered, and aligned across channels.
- 4. Maintain quality, consistency, and alignment.** Review work to ensure consistency with district brand standards, communication priorities, and quality expectations. Ensure strong editorial, visual, and strategic standards across all projects and touchpoints. Directly contribute to and support the district's marketing and communications work to strengthen its visibility, reputation, and connection with stakeholders.
- 5. Other duties as assigned.**

**STANDARD MEASURES OF ACCOMPLISHMENT:**

- 1.** District marketing and communications projects are completed in a timely, strategic, and high-quality manner, with strong alignment to district priorities, brand standards, and stakeholder needs.
- 2.** Stakeholder and community perceptions and satisfaction levels are positively maintained and/or grown year over year, as measured through surveys, customer service data, and anecdotal feedback.
- 3.** Department workflow, internal systems, and service delivery are improved over time, resulting in stronger responsiveness, collaboration, and customer experience.

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 modifications to reasonably accommodate individuals with a disability.

**TERMS OF EMPLOYMENT:**

Classification Number:	EPSS I
Hours/Week:	40
Days/Year:	260

**EVALUATION:**

A continuous performance improvement process will be developed with the supervisor.