

POSITION DESCRIPTION

POSITION: Marketing and Outreach Coordinator

PURPOSE: The Marketing and Outreach Coordinator develops and implements marketing and outreach strategies for Eden Prairie Schools. Using a deep understanding of digital marketing trends and strategies, while working closely with school and program teams, this individual increases awareness of and enrollment in schools and programs and builds mutually beneficial relationships that ensure continued growth.

PRIMARY CUSTOMERS: **Internal:** Enrollment and Outreach team, Marketing and Communications team, Valley View team, Superintendent, Cabinet leadership, School leaders, district staff
External: Prospective families and students, community, other schools and districts, district partners, marketing partners

POSITION QUALIFICATIONS:

Education/Certification: Bachelor's degree in Marketing, Communications, Public Relations, Advertising, Sales, Business, Entrepreneurship, or a related field and 2 years experience preferred; 3-5 years of experience required for those without a degree.

Experience: Providing exceptional customer service and training others in effective customer service strategies in a fast-paced and sometimes challenging environment

Serving as a key point of contact for a program or service

Collaborating with cross-functional teams

Coordinating and managing multiple large-scale projects simultaneously, including on tight deadlines and at a fast pace

Building relationships with and supporting key stakeholders and department leaders

Creating and/or executing strategic marketing and communications plans

Reaching diverse audiences through personalized and equitable communication

Qualifications:

Exceptional customer service, outreach, engagement, and relationship-building skills

Evidence of developing effective strategies to reach diverse audiences online

Effective management of SEO and digital advertising, including proficiency in social media platforms and email marketing software

Understanding and using digital analytics and tools to increase effectiveness of digital strategies, including Google Analytics, Meta advertising and other tools

Strong grammar, spelling, punctuation and proofreading skills

Strong writing and editing skills; ability to create engaging, clear and error-free content for use across platforms in a timely fashion

Understanding of web design principles and user experience best practices

Evidence of dependability, accuracy, attention to detail, critical thinking, meeting deadlines, and project management and problem-solving skills

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

ESSENTIAL RESPONSIBILITIES:

- 1. Increase enrollment.** Develop and implement comprehensive marketing and outreach plans with a heavy digital focus for Eden Prairie Schools and district programs (including its K-12 online school, EP Online) . Use tactics including search engine optimization, email campaigns, social media campaigns, and other digital marketing efforts. Collaborate with internal teams to identify target audiences and create effective marketing and outreach materials. Coordinate and attend virtual and in-person events and webinars to promote identified schools and/or programs. Use analytics software (such as Google Analytics) and other data to measure and report on the effectiveness of marketing and outreach efforts, and make recommendations for improvement.
- 2. Coordinate marketing, communications, and enrollment efforts.** Train other Eden Prairie Schools staff in understanding enrollment processes and course offerings for identified schools and/or programs. Coordinate efforts of external vendors and others providing support as needed to align marketing and outreach efforts. Serve as a liaison between schools/programs and other district departments. Serve as a first point of contact for questions internally and externally, responding to customer inquiries and initiating intentional outreach to potential students and families. Collaborate with the Enrollment and Outreach team to complete initial steps of enrollment, managing data with sensitivity and accuracy.
- 3. Build mutually beneficial partnerships.** Identify and pursue partnership opportunities with schools, organizations, and other educational institutions in order to increase enrollment. Foster relationships with area counselors, other districts, private schools, online schools, and other organizations to promote schools, programs and opportunities, such as full-time enrollment, supplemental part-time enrollment, Summer SOAR program enrollment, and pay-per-credit courses. Collaborate across departments and programs to identify other opportunities for partnership and growth.

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4. **Advance marketing and communications initiatives.** Serve as a versatile member of the Marketing & Communications team, contributing to a wide range of projects and initiatives based on department priorities and emerging needs. As needed, support positive storytelling, digital strategy, newsletters, social media, photography, graphic design, content creation, events and other communications efforts that strengthen engagement with students, families, staff and the community.
5. **Other duties as assigned.**

STANDARD MEASURES OF ACCOMPLISHMENT:

1. Increased enrollment in district schools and programs: An increase in the number of students considering and enrolling in Eden Prairie Schools as measured by the number of program inquiries, enrollment applications received, and completed enrollments.
2. Improved brand awareness and customer conversion: An increase in brand awareness for identified schools and programs as measured by the number of website visitors and other identified web/social media analytics, and an increase in customer conversion as measured by prospective customers who complete an inquiry form, enroll in Eden Prairie Schools or complete other identified actions.
3. Enhanced partnerships: Ability to build and maintain partnerships with other schools and organizations as measured by the number of new partnerships formed, the quality of those partnerships, and the impact of those partnerships on the schools' and programs' enrollment and reputation.

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 IV
Hours/Week:	8 hours per day, 5 days per week
Days/Year:	260 days/year

EVALUATION:

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