

## Pflugerville Independent School District - Job Description

<b>Job Title/Position:</b>	Assistant Director, Marketing	<b>Department/School:</b>	Community Relations
<b>Pay Information:</b>	OL5	<b>Supervised By:</b>	Chief Communications Officer
<b>FLSA:</b>	Exempt	<b>Date Revised:</b>	November 2025

### Primary Purpose:

The Assistant Director of Marketing will design data-driven campaigns that highlight PfISD's academic excellence, financial transparency, bond initiatives, enrollment opportunities, fine arts, athletics, and innovative learning experiences. This position will develop and implement comprehensive marketing strategies that enhance community engagement, drive enrollment, and support district priorities, with a focus on communication and transparency around bond projects. The Assistant Director will oversee all district marketing activities, ensuring measurable impact through data-driven decision-making, and will supervise the Marketing Coordinator.

### Qualifications (Education/Certification/Experience):

Bachelor's degree in marketing, public relations or related field. Minimum of five years of professional experience in marketing, communications, or public relations, with demonstrated success in strategic planning and campaign management. Experience in a supervisory or leadership role preferred. Experience working in or with public education or a governmental agency preferred.

### Major Responsibilities:

1. Develop and lead strategic marketing initiatives that advance the district's mission, strengthen brand identity, and support enrollment, retention, and community engagement goals.
2. Design and oversee districtwide marketing strategies for major initiatives, including bond elections, capital improvement projects, and long-range planning, to inform and engage the community regarding construction, improvements, and long-term investments.
3. Supervise, mentor, and evaluate the Marketing Coordinator to ensure alignment with district goals and professional growth.
4. Partner with Communications leadership to align marketing efforts with overall communication strategies, ensuring consistency across platforms and materials.
5. Establish measurable goals and key performance indicators (KPIs) to evaluate marketing effectiveness through analytics, engagement metrics, and community feedback.
6. Collaborate with Curriculum and Instruction, Finance, Athletics, Fine Arts, Human Resources, and Student Services departments to market programs, highlight successes, and strengthen public understanding of the district's impact.
7. Oversee the planning, creation, and implementation of marketing campaigns across digital, traditional, and social media channels.
8. Manage relationships with external vendors, creative partners, and media outlets to enhance marketing reach and efficiency.
9. Lead the development and execution of promotional strategies for district programs, events, and initiatives, including recruitment and retention campaigns.
10. Ensure that marketing efforts reflect the district's values of inclusivity, accessibility, and cultural responsiveness.
11. Provide marketing consultation and guidance to campuses and departments to maintain consistency and professionalism in public-facing materials.
12. Model a customer service-oriented culture throughout all marketing and communications activities.
13. Follow the Educator Code of Conduct and all applicable district policies, procedures, laws, and state/federal regulations.
14. Perform other duties as assigned.

### Special Knowledge/Skills:

- Knowledge of strategic marketing, including campaign development, brand management, and performance measurement.
- Knowledge (extensive) digital marketing platforms, analytics, and audience segmentation
- Knowledge of trends and innovations in digital, traditional, and social media marketing.
- Knowledge and experience with advertising platforms of Meta, Linked in and other social media channels
- Knowledge of project management and creative collaboration tools (e.g., Asana, Canva, Adobe Creative Suite).
- Knowledge of principles and practices of inclusive and accessible communications that reflect the district's diverse community.
- Skill in strategic planning, budgeting, and project management.
- Skill in leadership, supervision, and team development.
- Skill in analytical and creative thinking, with the ability to translate complex data into actionable insights.
- Skill in written and verbal communication, including persuasive and creative messaging.
- Skill in managing multiple high-profile projects and meeting deadlines.
- Skill in building and maintaining relationships with internal and external partners.
- Ability to think strategically and work both independently and collaboratively.
- Ability to evaluate marketing performance using measurable outcomes and data analysis.
- Ability to manage confidential or sensitive information with professionalism and sound judgment.
- Ability to model and promote a customer service-oriented culture.
- Ability to adapt to changing priorities in a fast-paced environment.

**Supervisory Responsibilities:**

Marketing Coordinator

**Working Conditions (Mental Demands/Physical Demands/Environmental Demands):**

Maintain emotional control under stress, frequent prolonged and irregular work hours, occasional travel outside of school district, and work load is deadline driven. Prolonged use of computer; must be able to push, pull, lift, and/or carry at least 20 lbs.

The foregoing statements are intended to describe the general nature and level of work being performed by employees assigned to this job title. They are not intended to be construed as an exhaustive list of all responsibilities, duties, knowledge, skills, and abilities required.

Employee's Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Employee's Printed Name: \_\_\_\_\_