

# Regional Office of Education #9 Champaign & Ford Counties

## Job Description

**TITLE:** Marketing & Communications Manager

**DEPARTMENT:** Learning Technology Center

- QUALIFICATIONS:**
1. **Knowledge.** Proven understanding of SEO, web traffic metrics, and key word research. Possess knowledge of social media best practices, as well as branding and its role within an organization.
  2. **Self-Motivation & Self-Starter:** Demonstrates the ability to proactively manage and prioritize multiple tasks without micromanagement. Passionate about supporting school districts and educators, and committed to getting the job done in the face of adversity.
  3. **Leadership and Project Management.** Exceptional leadership skills with proven track record of being a solution-oriented, positive and growth minded leader. Strong work ethic driven by a sense of urgency and ability to inspire others to act. Ability to manage multiple, complex projects.
  4. **Communication.** Excellent verbal and written communicator with ability to clearly communicate with superintendents, district and organization leaders, and educators.
  5. **Flexibility.** Willingness to travel up to 5% of the time to represent LTC at conferences and events.
  6. **Technical Skills:** Experience with Adobe Creative Suite or equivalent digital media editing tools (i.e., Canva, etc.). Content Management Systems (i.e., Wordpress), and web analytic platforms. Proficiency in all Google Workplace tools as well as presentation design (Google Slides). Working knowledge of Microsoft and Apple platforms and tools.
  7. **Professional Experience.** Minimum of 3 years' of professional work experience in marketing, communications, web design, design, or a related profession. A portfolio demonstrating competency is required. Previous supervision and leadership experience preferred.
  8. **Education.** Bachelor's degree required. Master's in marketing, communications, or related field preferred.

Other qualifications as deemed necessary by the Regional Superintendent or the LTC Executive Director when necessary. Any of the above qualifications may be waived by the Regional Superintendent or the LTC Executive Director when necessary.

**REPORTS TO:** LTC Executive Director

**SUPERVISES:** Supervises Marketing and Communications Department.

**JOB GOALS:** The Marketing Manager serves as a key member of the LTC supporting and managing a variety of work streams. In addition to leading the Marketing and Communications Department, the Marketing Manager will oversee all communication and marketing efforts of the LTC.

**PERFORMANCE RESPONSIBILITIES:**

**1) Supervision and Support of Staff**

- a. Supervise the Marketing and Communications Department.
- b. Provide ongoing support, expertise, and mentorship of staff through consistent, weekly contact.
- c. Conduct staff evaluations.
- d. Create a year-long professional learning plan for staff to help them identify and achieve individual professional learning goals.

**2) Strategic Leadership**

- a. Develop and refine a vision for LTC marketing and communication.
- b. Direct daily operations and development of communication and marketing initiatives.
- c. Analyze existing district engagement initiatives, marketing campaigns, and events to identify areas for improvement and growth.
- d. Apply strong marketing acumen to ensure best practices are used throughout the LTC.
- e. Maintain current understanding of competitive organizations, educational technology trends, and marketing strategies.
- f. Set and meet communications and marketing performance goals that are ambitious, realistic, and aligned with organizational goals.
- g. Identify, track, and meet key performance goals that are ambitious, realistic, and aligned with department and organizational goals.
- h. Responsible for providing strategic oversight, supervision, and support for all activities and projects of the Marketing and Communication Department.
- i. Participate actively on the LTC Leadership Team.

**3) Brand Development & Execution**

- a. Develop, execute and evaluate organization-wide communication and marketing strategy and roadmap in collaboration with the LTC Executive Director.
- b. Identify, develop, and implement processes and resources in support of strategy.
- c. Work daily LTC Staff to ensure proper messaging is being executed online and that it is relevant to program goals.
- d. Manage editorial calendar in collaboration with Marketing and Communications Department.
- e. Serve as communication and marketing resource to LTC staff, providing recommendations and coaching as needed.

**4) Marketing**

- a. Proactively assess performance and develop marketing solutions to deliver programs' goals.
- b. Develop, execute, and monitor successful marketing campaigns (email, online, print, events, social media, press releases, etc.).
- c. Coordinate with LTC staff to organize promotional activities (webinars, events, etc.) for new programs, services, and offerings.

**5) Design and Development**

- a. Oversee the design, development, and publication of content and resources in collaboration with the Marketing and Communications Department and other LTC staff. Resources may include

websites, handouts, whitepapers, reference guides, webpages, recorded videos, blogs, podcasts, etc.

- b. Support the Marketing and Communications Department in the creation of marketing copy, promotional materials, design elements, program literature to augment the LTC's presence in the education market.

6) **Forecasting and Reporting**

- a. Work with the Marketing and Communications Department to develop (monthly, quarterly, and annual) forecasts.
- b. Create, manage, and generate impact reports.
- c. Provide accurate reporting of activities to LTC Executive Director and ISBE.

7) **Outreach and Communication**

- a. Oversee the execution and growth of the LTC Community, an online community for Illinois educators, leaders, and IT personnel.
- b. Build and maintain trusting relationships with stakeholders.
- c. Develop and conduct online and in-person informational presentations.
- d. Represent the LTC at state and national events.

8) **Other**

- a. Support and lead special projects as applicable.
- b. Maintain knowledge of LTC programs, initiatives, and services.
- c. Maintain a working familiarity with K12 educational technology concepts, tools, and/or practices.
- d. Perform other duties as assigned.

**TERMS OF EMPLOYMENT:** Additional terms of employment to be determined by the ROE9 Regional Superintendent.

**EVALUATION:** To be completed by the LTC Executive Director in accordance with the policies and practices of the Regional Office of Education.

Created: 7/1/2021