

CLARKSVILLE-MONTGOMERY COUNTY SCHOOL SYSTEM
CLARKSVILLE, TENNESSEE
CLASSIFIED JOB DESCRIPTION

Job Title: Marketing and Communications Specialist

Department: Communications

Grade K
H.P.D. 8
D.P.Y. 260

Job Description

Date Reviewed: June 2023

Reports To: Director of Communications and Marketing

Purpose of Job

The purpose of this position is to plan and coordinate promotional materials and marketing campaigns to engage district stakeholders, using visual, text, and imagery concepts for both web and print media. This position is responsible for maintaining the brand standards and consistent visual presence of the district and schools. In collaboration with the Technology Department, develop and maintain the design and content of the district and school websites and social platforms. Create messaging strategies and written works using visual concepts that engage, inspire, and/or inform stakeholders. Work should be unique, creative, innovative, on time, and aligned with the strategic work of the district or communication goals of the district. This position should have an awareness of layout and production design for advertisements, brochures, magazines, and multimedia campaigns. Additionally, the position will assist the Director of Communications and Marketing and Chief Communications Officer with media relations and crisis communications.

Essential Duties and Responsibilities

The following duties are normal for this job. These are not to be construed as exclusive or all-inclusive. Other duties may be required and assigned.

Develop, design, implement, and maintain the District website and collaborate with other departments on content and design of department or topic-specific micro-sites, school-level websites, and the Employee Resources site.

Provide design, guidance, training, and support for school-based information coordinators regarding school-level websites and social media accounts.

Develop and implement a web content strategy process for District and school-level websites and social media accounts.

Ensure quality, relevant, and timely content on the District and school websites and district social platforms.

Coordinate and collaborate with staff from all departments to develop or procure content for the district website and social media accounts.

Assist with the planning, development, and execution of digital campaigns for the District. Track and analyze web traffic statistics, including social media accounts, for periodic reporting and review of content effectiveness. Monitor and track engagement and make recommendations for continuous improvement to the Director of Communications and Marketing.

Assist the Digital Design and Content Specialist with the creation of beautiful visual identities and topic-specific content for District marketing campaigns.

Assist the Multimedia Production Specialist with the creative process to develop and coordinate district-related videography projects. Serve as the assistant director for film projects, preparing shooting schedules, organizing interviews, and maintaining timelines.

Serve as the liaison between the Communications Department and CMCSS departments, schools or external stakeholders to coordinate interviews, stories, or marketing campaigns to tell the story of CMCSS and its students and employees.

Support the Director of Communication and Marketing in communicating the mission, values, and brand identity of CMCSS and individual schools through the coordination of digital and printed projects related to the organization's strategic work, mission, and vision.

Support the Director of Communication and Marketing with written in-depth interviews, writing, and producing written works that highlight the human-interest stories of students, faculty, and staff. Must be able to copyedit, proofread, and revise communications.

Enforce guidelines, standards, district policies, and state laws as they pertain to all websites, social media accounts, and district branding within the district.

Support the Digital Design and Content Specialist as the backup photographer, responsible for district headshots, event photography, and photo editing when needed.

Contribute to the production of district communication projects by collaborating on the overall layout and design of projects alongside the Director of Communications and Marketing, Digital Design and Content Specialist, and Multimedia Production Specialist.

Assist with updates and edits to designs for District and school-based projects, ensuring all graphic design work meets district guidelines. Marketing materials may include but is not limited to, brochures, data sheets, infographics, posters, presentation materials, digital materials, print ads, and banner ads.

Provide the department with the most current information regarding techniques and technology of website development and graphic design by reading, attending classes and seminars, etc.

Assist with the planning and purchasing of the most current software and materials for design and production work as part of the budget process.

Assist the Director of Communications and Marketing and Chief Communications Officer with training, support, and use of the District's mass notification system.

As directed, assist the Director of Communications and Marketing and Chief Communications Officer with media relations and crisis communications.

Additional Job Functions

Performs other duties as required.

Minimum Training and Experience Required to Perform Essential Job Functions

Minimum of Bachelor's degree in marketing, communications, graphic design, multimedia design, or a related field with at least five years of experience working in a professional setting related to corporate or non-profit communications and marketing or a related field.

KNOWLEDGE OF JOB

Knowledge of web communication technology; knowledge of elementary database and spreadsheet software, Microsoft Access/Excel; knowledge of WordPress version 3.6 and above; Graphic design experience using tools such as Adobe Creative Suite and Expression Studio. Excellent knowledge and understanding of social networking and social network platforms. Excellent verbal and written communication skills. Ability to work well with school district employees and technical staff; ability to work independently and as a part of team; ability to work in a timely and efficient manner to meet deadlines; ability to be flexible in prioritizing jobs; ability to communicate technical knowledge and train others in its use; ability to identify, evaluate and recommend web system needs; ability to remain current in best practices; ability to be detailed oriented and highly organized; ability to work evenings and weekends during emergencies or other critical events in order to update the website. Leadership and project management skills are essential. Knowledge, skill, and experience in photography and photo editing, print layout and design, and multi-platform campaign development. Ability to adapt quickly to changes and trends of the social-networking industry.

MINIMUM QUALIFICATIONS OR STANDARDS REQUIRED TO PERFORM ESSENTIAL JOB FUNCTIONS**REQUIRED SKILLS, ABILITIES AND PHYSICAL REQUIREMENTS:**

- Must be able to do occasional lifting, carrying, pushing and/or pulling of up to 50 pounds, standing, sitting, walking, bending, stooping or kneeling;
- Must be able to traverse school facility;
- Must have significant fine finger dexterity;
- Must be able to operate standard office equipment including pertinent and required software applications;
- Must possess excellent language skills (verbal and written) requiring the ability to read informational documentation, directions, instructions, policies and procedures related to this job, requiring the ability to give assignments and/or directions to co-workers, assistants, supervisors, students and parents/guardians, requiring the ability to deliver verbal and written communications in English language;
- Must possess excellent interpersonal skills with ability to interact with people (staff, supervisors, parents/guardians, students) and maintain professionalism and tact in all situations, including emergent ones, must be able to maintain constructive relationships;
- Must possess excellent organizational skills and attention to detail;
- Must be able to perform multiple, highly complex, technical tasks with periodic need to enhance

skills in order to meet changing job conditions.

- Must be able to apply assessment instruments and analyze data and possess problem-solving skills.
- Must be able to make independent judgments in absence of supervision.

NUMERICAL APTITUDE: Requires the ability to utilize mathematical formulas; add and subtract totals; multiply and divide; determine percentages; determine time and weight.

FORM/SPATIAL APTITUDE: Requires the ability to inspect items for proper length, width, and shape, visually.

PHYSICAL COMMUNICATION: Requires the ability to talk and/or hear: (talking - expressing or exchanging ideas by means of spoken words). (Hearing - perceiving nature of sounds by ear).

ATTENDANCE: A regular and dependable level of attendance is an essential function for this position.

The Clarksville-Montgomery County School System is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the school system may provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer. Signatures below indicate the receipt and review of this job description by the employee assigned to the job and the immediate supervisor.

Employee's Signature

Supervisor's Signature

Employee's Munis Number

Date

Date