



NEW:  
10/16/2018

JOB TITLE:	GENERALIST MARKETING
DIVISION	COMMUNICATIONS AND COMMUNITY RELATIONS
SALARY SCHEDULE/GRADE:	II, GRADE 7
WORK YEAR:	260 DAYS
FLSA STATUS:	EXEMPT
JOB CLASS CODE:	8184
BARGAINING UNIT:	CLAS

**SCOPE OF RESPONSIBILITIES**

Specializes in telling stories and building brands (from social/digital to video to print). Makes an impact in the community, leads the district in a variety of best practices and helps communications efforts to produce tangible results. Works with students, educators, administrators, schools, businesses, and community partners on projects. Supports the Communications department, assisting in advertising and marketing campaigns, works with the press and other related media outlets, as well as coordinates events, promotions and external community events.

**PERFORMANCE RESPONSIBILITIES & EVALUATION CRITERIA**

- Plans, creates and implements a marketing strategy; develops implements and assists in advertising, marketing and PR strategies to promote internal and external initiatives on behalf of the district
- Plans, manages, budgets, activates, attends and evaluates on-site events and promotions
- Assists with the successful management of social channel activities for various brands; creates timely and engaging content optimized for intended audience
- Develops social presence and advocates brand effectively; leads content creation across various media channels and engages with social communities for initiatives and schools (e.g., Facebook, Instagram, Snapchat, Twitter, etc.)
- Assists with writing, design, social media, videography, digital efforts, print materials and events
- Maintains awareness and understanding of best-in-class tactics being used by others, as well as looks for opportunities to innovate and develops existing initiatives
- Maintains awareness of emerging trends and platforms to use as necessary
- Oversees productions of print materials that will enhance the work of the district
- Monitors compliance with federal laws, Kentucky statutes, Kentucky Board of Education regulations, and JCPS policies, rules, and procedures
- Performs other duties as assigned by supervisor

**PHYSICAL DEMANDS**

The work is primarily sedentary. The work at times requires bending, squatting, crawling, climbing, reaching with the ability to lift, carry, push or pull light weights. The work requires the use of hands for simple grasping and fine manipulations. The work requires activities involving driving automotive equipment.

**MINIMUM QUALIFICATIONS**

- Bachelor's Degree in advertising, marketing, public relations, communications or other applicable field
- Three (3) years related work experience
- Understanding of social media platforms
- Effective communication skills

**DESIRABLE QUALIFICATIONS**

- Excellent project management skills

Excellent writing and speaking skills