



NEW: Submitted:
07/01/2021 05/04/2021

JOB TITLE:	SUPERVISOR MARKETING
DIVISION	COMMUNICATIONS AND COMMUNITY RELATIONS
SALARY SCHEDULE/GRADE:	II, GRADE 8
WORK YEAR:	AS APPROVED BY BOARD
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
- Assists with development of special events that highlight District initiative and priorities
- 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
- Assists Academies of Louisville in development and brand strategies
- Collaborates to develop community outreach and coordinates related activities for advertising and promotion
- Collaborates with graphic designers and the specialist in Creative Services to ensure all visual elements shared with schools enhances and is consistent with district marketing efforts
- Maintains awareness and understanding of best-in-class tactics being used by others, as well as looks for opportunities to innovate and elevates 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
- Oversees responsibilities of the Web Content Coordinator to further branding and marketing efforts at JCPS schools
- Monitors compliance with federal laws, Kentucky statutes, Kentucky Board of Education regulations, and JCPS policies, rules, and procedures
- Visits schools or other sites for stories or media events
- 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
Experience in a diverse workplace