



REVISED: 08/03/2022
Submitted: 08/02/2022

JOB TITLE:	ASSISTANT MARKETING (KTRS)
DIVISION	COMMUNICATIONS AND COMMUNITY RELATIONS
SALARY SCHEDULE/GRADE:	IA, GRADE 11
WORK YEAR:	AS APPROVED BY THE BOARD
FLSA STATUS:	NON-EXEMPT
JOB CLASS CODE:	8271 8795
BARGAINING UNIT:	CLAR

SCOPE OF RESPONSIBILITIES

Works with the Marketing Supervisor to develop, execute and implement programs and tactics that promote district initiatives to audiences internal and external to JCPS. Works with students, educators, administrators, schools, businesses, and community partners on projects. Coordinates community and district events, development of written materials, social media management, and administrative duties required to meet district marketing objectives. Performs cross-departmental project management and implementation. Identifies and writes internal and external communications highlighting the Academies of Louisville.

PERFORMANCE RESPONSIBILITIES & EVALUATION CRITERIA

Coordinates activities, projects, and programs designed to improve community relations for the district

Works with Marketing Supervisor to develop multi-channel marketing campaigns that raise awareness for district initiatives

Coordinates district-wide events including, but not limited to, Superintendent's State of the District, Showcase of Schools, JCBE Community Forums, and other conferences, summits, and large-scale meetings

Coordinates daily management of Academies of Louisville social media channels including event coverage, audience engagement, content generation, and managing student Instagram takeovers; assists communications manager at press events involving Academies of Louisville; develops speeches and talking points for speakers at Academies of Louisville events; and identifies opportunities to highlight Academies of Louisville through internal and external communications

Facilitates the execution of media buys by securing rates, ensuring art specifications are followed, elements are delivered, and purchase orders are created

Coordinates administrative needs related to signage and collateral production including the submission of detailed job requests to Materials Production or other vendors

Coordinates purchasing process, ensuring quotes are acquired and invoices are properly submitted to the department administrator for processing as soon as possible

Coordinates event setup and breakdown, including picking up and placing signage and other materials, arranging tables and chairs, testing audio

Organizes and facilitates ExCEL Award presentations across the district, as well as the ExCElebration event at the end of the school year.

Conducts marketing related customer service training for staff as part of new employee orientation

Helps coordinate the Superintendent's Advisory Council meetings

Completes all trainings and other compliance requirements as assigned by the designated deadline

Performs other duties as assigned by supervisor

PHYSICAL DEMANDS

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

MINIMUM QUALIFICATIONS
Bachelor's Degree in advertising, marketing, public relations, communications, or other applicable field
Two years of experience in two or more of the following marketing areas: media buying (traditional or social/digital), speechwriting, copywriting, art direction, marketing campaign conceptualization, brand positioning
Two years of experience planning and executing events
Ability to work successfully with people
Excellent written and verbal communication skills
General knowledge of the District, good organization and plan skills, and basic computer operations
DESIRABLE QUALIFICATIONS
Prior experience in a marketing/public relations agency
Experience in a diverse workplace