

MARKETING/MEDIA SPECIALIST

Reports to:	Coordinator of Adult & Community Education
Classification:	Classified
FLSA Status:	Non-Exempt
Terms of Employment:	Part-time/hours as scheduled.
Evaluation:	Performance in this position will be evaluated annually by the supervisor and in accordance with Board Policy
Compensation:	Reviewed and established annually by the Board of Education

JOB SUMMARY:

This position is responsible for providing marketing and web-based media support to the Adult & Community Education program.

ESSENTIAL DUTIES AND RESPONSIBILITIES: *Additional duties may be assigned.*

- Lead the development and design of all components of the program's promotional materials, including print and web-based media.
- Work with program staff on idea generation and creation of new promotional methods intended to increase awareness of programs and promote enrollment.
- Responsible for the design, typesetting, and pre-press production of brochures, publications, and all printed materials in coordination with program staff.
- Create and maintain a Communications Calendar for specific and effective program marketing—print and media.
- Conceptualize projects from start to finish while working with program staff to ensure objectives are achieved and budgets are maintained.
- Provide editing, writing, and proofreading to ensure the highest quality of written and printed communication is provided to patrons.
- Maintain knowledge of advanced technology and software applications related to graphic design, layout, and printing.
- Photograph and video program participants for use in department publications, websites, and media releases.
- Manage the content of the program website and social media presence by writing, collecting, and posting information as needed and in correlation with Communications Calendar.
- Perform other duties as assigned by the Coordinator of Adult & Community Education.

SUPERVISORY RESPONSIBILITIES:

- None.

QUALIFICATION REQUIREMENTS:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

EDUCATION AND/OR EXPERIENCE:

- High school diploma plus additional courses related to business marketing, graphic design, and/or web-based media; college degree preferred.
- Minimum of one year related professional work experience preferred.

- Advanced proficiency of design and presentation software packages including Adobe InDesign CS3, FrontPage, PageMaker, PowerPoint, and more. Knowledge of Flash technology and video-editing a plus.
- Proficient with Windows platforms and applications.
- Familiarity with digital file formats (tiff, gif, eps, pdf)
- Ability to engage in creative brainstorming, problem-solving, and teamwork.
- Knowledge of printing process in order to meet print requirements and deadlines.
- Demonstrated success in managing projects from concept through execution.
- Strong proofreading and editing skills.
- Strong verbal and written communication skills.

OTHER SKILLS AND ABILITIES:

- Ability to work independently with minimal supervision.
- Ability to establish and maintain effective working relationships with staff, students and the professional public.
- Can prioritize multiple tasks and projects, work under stress, take direction, and meet production deadlines.
- Be a self-starter who can take charge of situations and be able to solve practical problems.
- Maintain confidentiality and unquestionable integrity and professionalism.
- Ability to perform duties in full compliance with client requirements, district requirements, and Board policies.

PHYSICAL DEMANDS:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to sit and talk or hear. The employee frequently is required to walk and use fingers, tools, or controls. The employee is occasionally required to stand and reach with hands and arms. Specific vision abilities required by this job include close vision, color vision, and depth perception. Occasionally the employee will lift up to 50 lbs. such as to lift files and paper.

WORK ENVIRONMENT:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is moderate to loud and is performed inside and outside during all seasons.

The information contained in job description is for compliance with the Americans with Disabilities Act (ADA) and is not an exhaustive list of the duties performed for this position. Additional duties are performed by the individuals currently holding this position and additional duties may be assigned.

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SY 2012-2013

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