

### JOB DESCRIPTION

<b>POSITION TITLE:</b> Assistant Director, Marketing	<b>JOB CODE:</b> 488M
<b>DIVISION:</b> Strategy and Accountability	<b>SALARY SCHEDULE:</b> Professional /Supervisory Support or Annual Central Office Personnel
<b>DEPARTMENT:</b> Content and Marketing	<b>WORKDAYS:</b> Annual Administrative Employees
<b>REPORTS TO:</b> Director, Content and Marketing	<b>PAY GRADE:</b> Rank B (NK02)/CAD (5, 6, or 7)
<b>FLSA:</b> EXEMPT	<b>PAY FREQUENCY:</b> Monthly
<b>PRIMARY FUNCTION:</b> Provides leadership for the development, implementation and continual improvement of marketing and communications strategies to support and strengthen the district brand and image. Assists the Director with the overall management of the Content and Marketing department.	

### REQUIREMENTS:

1.	Educational Level: Bachelor’s Degree in Marketing, Communications or similar field required
2.	Certification/License Required: Valid Georgia Driver’s License and safe driving record
3.	Experience: 2 years professional experience in marketing, communications, and live events
4.	Physical Activities: Routine physical activities that are required to fulfill job responsibilities
5.	Knowledge, Skills, & Abilities: Written and oral communication; significant experience and/or equivalent combination of education and related experience in production management and activities; experience with industry-standard software for content development, content delivery and event design. Proficiency in presentation software and Adobe Creative Cloud applications preferred; social media principles and practices.

***The Board of Education and the Superintendent may accept alternatives to some of the above requirements.***

### ESSENTIAL DUTIES:

1.	Demonstrates prompt and regular attendance.
2.	Provides the highest level of customer service while delivering communications and marketing products to both internal and external stakeholders as well as services for multiple, sometimes concurrent or overlapping, corporate and public events of all sizes in a variety of venues.
3.	Plans and executes a comprehensive, proactive strategy through mass communications that advances the district’s mission and goals by building support for the District and the Cobb County School District brand, defining target audiences and promoting the district’s major initiatives, programs, services and events.
4.	Promotes the District’s brand identity and messaging through a variety of current and future communication mediums. Current mediums include, but are not limited to, publications, website, social media, video packages, and billboards.
5.	Coordinates district branding elements for consistency across all District platforms including, but not limited to, video packages, live broadcasts, digital media, social media, and print and web publications.
6.	Manages all aspects of the preparation, publication and distribution of the school district magazine including, but not limited to, ad sales, writing and other content development, editing, photography, page layout, electronic and print publishing and distribution.
7.	Develops, implements and maintains a strong social media presence that represents the district’s communications and marketing strategies using current platforms.
8.	Contributes valuable and engaging written and digital media content to the district website, blog(s) and other communications platforms.
9.	Monitors news media coverage and social media postings to keep the Superintendent, Chief of Staff and Executive Cabinet, through the Senior Executive Director, apprised of issues and trends.
10.	Works collaboratively with clients, content development team and department staff to develop and prepare multimedia content for strategic initiatives and events.

11.	Develops, implements, and monitors best practices and procedures to ensure high-quality marketing, communications, and event production outcomes.
12.	Assists with the planning and management of strategic events to ensure high-quality production and content delivery.
13.	Engages in continuing professional development to enhance knowledge and expertise in current and future technologies to deliver high-quality marketing, communications, and event production.
14.	Provides support during Board of Education meetings.
15.	Supervises, delegates work and manages workflows of other staff, as assigned.
16.	Assists the Senior Executive Director with department oversight of other staff and functions.
17.	Performs other duties as assigned by the appropriate administrator.

Signature of Employee \_\_\_\_\_ Date \_\_\_\_\_

Signature of Supervisor \_\_\_\_\_ Date \_\_\_\_\_