



Board of Education of the City of St. Louis
CAREER OPPORTUNITY

<i>Position Title:</i>	Marketing Coordinator
<i>Payroll/Personnel Type:</i>	12 Month
<i>Reports to:</i>	Executive Director Communication

Position Summary:

Assist in developing various marketing strategies which creates and encourages interest in Districts schools and programs from members of the community and creates a positive brand for the District. Under the direction of the Executive Director of Communications develops and implements various marketing strategies to support the District's vision, goals and Accountability Plan, while creating a positive District brand.

Essential Functions:

- Prepares, rewrites and edits communication according to established guidelines
- Identifies, prioritizes and communicates key marketing opportunities that enhances the District's brand image and that generates community awareness
- Coordinates with representatives of advertising agencies, media representatives to establish media goals, objectives and strategies within the District's advertising budget
- Assists with writing and editing promotional literature, newsletters, fact sheets, brochures, presentations, direct marketing, Internet marketing projects, including social media strategies
- Develops and adjusts broadcasting schedule based on District's marketing strategy
- Keeps informed of changes that might affect student enrollment and District's marketing strategy
- Drafts new content for posting on the web site, subject to review and approval by the Executive Director of Communication
- Meets with event organizers to plan and develop scope and format of events to increase exposure and participation
- Analyzes marketing and competitive data and consolidates findings to support the District's marketing strategy
- Tracks, measures and reports results of marketing campaigns
- Studies demographic data and student enrollment profile to identify target audiences of media advertising
- Performs other duties as assigned.

Experience:

- 3-5 years marketing experience. Solid media relations experience.

Education:

- Preferred: Bachelor's Degree or equivalent. An educational focus in journalism, communication, marketing or significant writing, marketing and publication experience



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Knowledge, Skills, and Abilities:

- Ability to work in a collaborative setting with a broad variety of internal and external clients and external community clients
- Ability to apply principles of logical thinking, collects data, establish facts, and draw valid conclusions.
- Demonstrated ability to problem-solve and anticipates situations.
- Excellent writing, communicating and interpersonal skills
- Experience working with all media outlets (i.e. print, television and radio)
- Knowledge of developing communication strategies including web and social media
- Ability to manage multiple tasks and prioritize work effectively
- Exceptional writing/editing skills
- Creativity, adaptability, and ability to grasp concepts quickly
- Demonstrated experience in working on deadline
- Experience working with various audiences
- Hands-on experience with Microsoft suite, data analysis, and graphic design software programs
- High energy and innovation required

Physical Requirements:

- Must be physically able to operate a motor vehicle
- Must be able to exert up to 10 pounds of force occasionally, and/or a negligible amount of force constantly to lift, carry, push, and pull or otherwise move objects, including the human body
- Light Work usually requires walking or standing to a signification degree

Working Conditions and Environment:

- Work is routinely performed in a typical interior/office environment
- Very limited or no exposure to physical risk

Disclaimer:

The information contained in this 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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Review/Approvals:

Employee

Date

Immediate Supervisor

Date

Human Resources

Date

In connection with hiring for this position the district shall not discriminate against any employee or applicant for employment because of race, religion, color, sex, sexual orientation, age, disability, veteran status or national origin.