

Social Media Marketing and Communication Specialist

POSITION TITLE: Social Media Marketing and Communication Specialist

RESPONSIBLE TO: Director of Community Relations

EVALUATED BY: Director of Community Relations

TERMS OF EMPLOYMENT: Classified, Hourly rate of pay, 12 month position

Job Descriptions

1. Provide support to the Director of Community Relations, including preparation/design of the online district activities, brochures, newsletters and other district communications tools.
2. Assist in the implementation of a comprehensive communication plan for the district.
3. Develop a positive presence on social media by creating content regularly and providing support for district staff on social media and website accounts.
5. Maintain necessary records pertaining to the website, social media, copyright compliance, software information, etc.
6. Provide administrative assistance to the Director of Community Relations, USD 265 Chief of Police, and Goddard Education Foundation.
7. Develop marketing and promotional content utilizing Adobe Illustrator, InDesign, or other graphic design software.
8. Plan and communicate special events in the district including enrollment, community engagement activities, and other meetings.
9. Assist in the coordination of regularly scheduled newsletters with relevant district information for internal and external distribution.
10. Complete other duties as assigned by the Director of Community Relations.
11. A classified employee may be transferred at any time to any job which he/she is qualified to perform and when the transfer is deemed to be in the best interest of the district.

REQUIRED QUALIFICATIONS:

College degree in the fields of marketing, communications, or closely related field or two years of experience in marketing, communications, media and/or computer graphics design is required. Appropriate previous work experience with skills including but not limited to: self-starter, media, computer expertise, web site development, and organizational abilities. Proficiency in Adobe Illustrator and InDesign and Microsoft Word, Excel, and Publisher is preferred. Graphic design experience required.

ATTENDANCE REQUIREMENTS:

A workweek not exceed forty (40) hours, and flexible alternative scheduling options are available. Sick and vacation day allowances are included in the district policy.

PHYSICAL REQUIREMENTS/ENVIRONMENTAL CONDITIONS:

1. Manage all duties with the mobility, agility, dexterity, and focus observation it takes to meet standards of performance.
2. Moderate environmental conditions and noise levels.
3. Prolonged periods of sitting.
4. Ability to occasionally lift up to 30 pounds.

5. Successfully pass a pre-employment drug screening test.

PERFORMANCE STANDARDS / EVALUATION:

1. Must support district mission, goals, and objectives.
2. Must meet standards in a time sensitive manner as determined by the Director of Community Relations.
3. Must demonstrate leadership, initiative, language arts and communication skills: sentence structure, spelling, punctuation, speaking, and the ability to handle routine and sensitive correspondence and communication.
4. Must perform essential duties.
5. Must meet all safety requirements as directed by the district.
6. A performance evaluation will be conducted according to district policy by the employee's supervisor or their designee.