

School Board Agenda CC-1
March 5, 2013

Executive Summary

Proposed New Job Description and Minimum Qualifications for the
Director, Marketing & Communications Position

Background: This item is being recommended for School Board adoption to meet requirements for new job description.

Position Title: **Director, Marketing & Communications**

Division/Department: Public Information /Marketing & Communications

Pay Grade Level: **28** - Salary Range: \$73,128 - \$111,667 Point Range: 995– 1044

Salary Schedule: **2012-2013 ESMAB Salary Schedule**

Recommended Policy Status: Chart Job Description - **Final** Reading

Rationale: The job description for the Director, Marketing & Communications has been created as a result of the analysis of the organization. The position was approved as part of the 2012-2013 Organizational Chart at the May 15, 2012 School Board Meeting. The addition of this position is to increase the overall communications efforts throughout the District, facilitate public relations and marketing efforts to promote the variety of programs and options offered within the District, and collaborate with schools and departments to publicize news to internal/external stakeholders and the Broward community.

The purpose of this job is to plan, coordinate and implement the District's marketing and communications programs. Develop campaigns and strategies that support the educational goals and ensure public awareness of the success of The School Board of Broward County.

This position is vacant and will follow the standard advertising and selection process.

Cost: There is no financial impact to the District.