

NEW

THE SCHOOL BOARD OF BROWARD COUNTY, FLORIDA



JOB DESCRIPTION

POSITION TITLE:	Director, Marketing & Communications
CONTRACT YEAR:	Twelve Months
PAY GRADE:	28
BARGAINING UNIT:	ESMAB

PREFERRED QUALIFICATIONS

EDUCATION: An earned master's degree in marketing, media communications, public relations, journalism, or related field from accredited institution.

EXPERIENCE: Minimum of five (5) years within the last ten (10) years of professional experience in developing, implementing and updating marketing and communication initiatives, conducting market research and developing a favorable image for a large public or private organization.

OR

MINIMUM QUALIFICATIONS

EDUCATION: An earned bachelor's degree in marketing, media communications, public relations, journalism, or related field from accredited institution.

EXPERIENCE: Minimum of seven (7) years within the last twelve (12) years of professional experience in developing, implementing and updating marketing and communication initiatives, conducting market research and developing a favorable image for a large public or private organization.

ADDITIONAL REQUIREMENTS

Minimum and Preferred Qualifications:

Demonstrated experience of marketing techniques, web-based communication tools, media advertising; excellent

oral presentation and written communication skills. Outstanding client service skills. Computer skills as required for the position.

Experience in product/service marketing in the K-12 education marketplace and in the execution of successful product marketing strategies. Bilingual skills preferred.

REPORTS TO: Public Information Officer

SUPERVISES: Staff as assigned

POSITION GOAL: Under the direction of the Public Information Officer, the Director, Marketing & Communications is responsible for the planning, coordination and implementation of 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.

ESSENTIAL PERFORMANCE RESPONSIBILITIES:

The Director, Marketing & Communications shall:

1. establish a consistent "brand" and image strategy for The School Board of Broward County, Florida; support and expand the brand throughout available channels to promote the School District interest and ensure public awareness of the success of The School Board of Broward County.
2. develop and promote internal communication systems for the District.
3. prepare the writing, design, production, and/or distribution of publicity brochures, newsletters, booklets, flyers agendas, invitations and multimedia programs.
4. support the use of broadcast, internet, intranet and other mass media, next generation communication channels to support consistent information, messaging, consensus building and community understanding of issues related to the District's challenges and successes.
5. manage the activities of the department, including market research, branding, design, multi-media marketing communications, conferences and events.
6. manage the department staff and ensure it provides timely, top-quality, on-going services oriented to support the District's educational goals.
7. execute marketing and promotions for the District's programs and services to maintain organizational standards, handles media features/promotions, and develops materials and publications designed to build public confidence in education within the District.
8. gather, evaluate and compile data to prepare internal and external reports for the District and Community initiatives.

9. develop and maintain an accurate system of records for the district's marketing and communication program.
10. provide professional public relations, marketing counsel, and assistance to the administration, School Board, and school.
11. write, edit, and oversee the production of a variety of print, electronic, and audio/visual communications/marketing materials.
12. develop, implement and update a marketing strategy in order to promote and increase enrollment in various programs.
13. solicit feedback through formal and informal avenues and monitor mechanisms to measure and track the status of the community relations/marketing programs and the District image throughout the stakeholder community.
14. review and recommend changes appropriate to the promotion and maintenance of a positive district image.
15. provide clear and consistent messaging in all marketing and communications operations.
16. perform and promote all activities in compliance with equal employment and non-discrimination policies of The School Board of Broward County, Florida.
17. ensure adherence to good safety procedures.
18. follow Federal and State laws, as well as School Board policies.
19. perform other duties as assigned by Public Information Officer or designee.

SIGNIFICANT CONTACTS – frequency, contact, purpose, and desired end result:

Proactively works with Senior Leaders, Department Staff, the community, parents and local agencies and develop strategic elements of branding and marketing in order to ensure consistency of message delivery throughout the District.

PHYSICAL REQUIREMENTS:

Light work: Exerting up to 20 pounds of force occasionally, and/or up to 10 pounds of force as frequently as needed to move objects.

TERMS OF EMPLOYMENT:

Salary and benefits shall be paid consistent with the District's approved compensation plan. Length of the work year and hours of employment shall be those established by the School Board.

FLSA OVERTIME CATEGORY:

Job is exempt from the overtime provisions of the Fair Labor Standards Act.

EVALUATION:

Performance will be evaluated in accordance with Board Policy.

Board Approved:

Board Adopted:

Position Factor Listing

Director, Marketing & Communications

Point Range: 995 - 1044

Position Factors

1. Knowledge: Combined required minimum education/experience for competent performance

<u>Education</u>	<u>Experience Range - Years</u>		
	<u>Up to 3</u>	<u>4-7</u>	<u>8+</u>
A. High School	1	2	3
B. A.A/Vocational training	1	2	3
C. B.S/B.A.	1	2	3
D. M.S/ M.A.	1	2	3
E. MS+ (Sr. Mgmt.)	1	2	3

2. Human Relations Skills: All interpersonal skills required to produce the desired end result

<u>Required skill level</u>	<u>*Organization Contact Level</u>			
A. Moderately important; courtesy/tact	1	2	3	4
B. Important; communicate ideas/lead team	1	2	3	4
C. Very important; influencing others; supervise/manage	1	2	3	4
D. Critical to end result; convincing others; lead/motivate	1	2	3	4

***Definitions**

1 - Immediate workgroup

2 - Outside of immediate workgroup

3 - Assistant/Associate/Deputy Superintendents

4 - Superintendent, School Board; critical external parties

3. Problem Solving: Thinking environment to perform job duties

- A. Follow established routine and well-defined patterns
- B. Some analysis; known solutions
- C. Apply established principles; determine method
- D. Follows broad policies; known objectives
- E. Establish policies based on goals/strategies

Point Factor Listing (Cont.)

Director, Marketing & Communications

Point Range: 995 - 1044

4. Decision Making Freedom: Freedom to take action

- A. Follows instructions; refer decisions to a higher authority
- B. Occasional independent action; interpret practices/procedures
- C. Independence within specialty area; report progress
- D. Frequent independent action; may impact other areas
- E. Regular independent action; follows broad policies

5. Position Impact: Degree of job impact on the District

- A. Minor to total organization; moderate to work unit
- B. Advisory to work unit; used by others to take action
- C. Substantial support, advice, and counsel to work unit
- D. Substantial direct impact on unit's results
- E. Authoritative to unit/substantial to District

Position Analysis Criteria

1. Knowledge	2. Human-Relations Skills	3. Problem Solving	4. Decision Making Freedom	5. Position Impact
C/3	D/4	D	C	C