



<b>Job Title:</b>	Marketing and Community Relations Coordinator	<b>Wage/Hour Status:</b>	226 days
<b>Reports To:</b>	Associate Superintendent of Communications & Marketing	<b>Pay Grade:</b>	Admin Pay Group 4
<b>Dept. /School:</b>	Administration Building	<b>Date Revised:</b>	06/04/2021

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### **Primary Purpose:**

The position works directly under the supervision of the Associate Superintendent of Communications and Marketing to support and assist in the development and execution of marketing and community relations activities to promote the visibility and positive image of Mansfield ISD. This position will also assist in the coordination and instruction of the Mansfield ISD Special District Events, story mining and content generation for use in internal and external marketing materials and assist in production and or updating of internal presentations.

### **Qualifications:**

#### **Education/Certification:**

- Bachelor's degree in advertising, marketing, journalism, public relations, or related field

#### **Special Knowledge/Skills:**

- Portfolio of strong creative content creation work
- Proficient with use of Microsoft and Google applications, both PC and Mac-based
- Excellent writing, proofreading, editing (photo/video/text) skills
- Demonstrable social networking experience and social analytics tools knowledge
- Knowledge of online marketing and understanding of major marketing channels
- Positive attitude, detail and customer oriented with multitasking and organizational ability
- Ability to meet established deadlines
- Strong organizational skills, written and oral communication skills, and interpersonal skills

#### **Experience:**

- Prefer a minimum of five years of experience working in the area of communications, public relations, journalism or marketing that provided extensive storytelling experience.
- Experience in school public relations a plus.

### **Major Responsibilities and Duties:**

1. Create and annually update the comprehensive strategic marketing plan
2. Create and implement MISD's digital marketing strategy to deliver on the district's vision
3. Create and execute marketing campaigns-including branding, advertising, social media engagement and video assets – working within the budgets and other constraints of center programs and client schools
4. Evaluate the success of creative communications and digital marketing campaigns on an annual basis
5. Continually develop district brand profile and build comprehensive branding program
6. Develop a variety of marketing tools and promotional collateral for internal and external distribution to celebrate and communicate the strengths of the district
7. Provide support for social media content planning and generation
8. Serve as district-wide events coordinator
9. Coordinate all district-level events including but not limited to banquets, celebrations, special meetings and recognition programs

10. Design, prepare and edit district publications for special events
11. Work both independently with minimal direction and collaboratively as part of a larger team
12. Other duties as assigned

**Equipment Used:**

Mac/PC Platform, variety of software, digital camera, standard office equipment and portable radio.

**Working Conditions:**

**Physical Demands**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to use hands to operate radio and work on computer. The employee is regularly required to use feet and legs to walk the facility as many times as required during an event the employee is charged with for the day. The person must be able to climb stairs and walk long distances to access all seating. Lifting up to 45 lbs. Must be able to work extended hours, weekends, and holidays as required.

**Mental Demands/Physical Demands/Environmental Factors:**

Maintain emotional control under stress. Occasional prolonged and irregular hours including weekends and holidays.

*NOTE: The foregoing statements describe the general purpose and responsibilities assigned to this job and are not an exhaustive list of all responsibilities, duties, or skills that may be required.*

