

## SCHOOL DISTRICT OF SARASOTA COUNTY

### JOB DESCRIPTION

#### MARKETING MANAGER

**SALARY SCHEDULE: ADMINISTRATIVE - L**

**COST CENTER: COMMUNICATIONS AND GOVERNMENT AFFAIRS DEPARTMENT (9075)**

**QUALIFICATIONS:**

- Bachelor of Science or Bachelor of Arts Degree from an accredited educational institution in Journalism, Communications, Public Relations, Marketing, or related discipline.
- Minimum of three (3) years professional experience in one (1) of the above fields.

**KNOWLEDGE, SKILLS AND ABILITIES:**

- Demonstrate strategic thinking capabilities and be adept at developing comprehensive marketing plans aligned with organizational objectives.
- Strong grasp of marketing principles across various channels, exceptional analytical skills, and the ability to make data-driven decisions, they can optimize marketing performance effectively.
- Leadership abilities, excellent communication skills, and proven track record in team management essential for fostering collaboration, driving results, and maintaining stakeholder engagement in a dynamic environment.
- Possess strong oral and written communication skills, be highly organized and detail-oriented, and exhibit a working knowledge of digital and social media communications, including SEO and target audience marketing.
- Showcase strong interpersonal skills, demonstrated creativity, and initiative.
- Ability to independently identify, plan, organize, and prioritize activities required to complete assignments is crucial.
- Experience in integrated multi-platform communications planning, working in a fast-paced environment, and graphic arts, Adobe CS, and/or photography is desired.
- Community engagement experience is also a plus.

**REPORTS TO:**

Director, Communications and Government Affairs

**JOB OBJECTIVE:**

To lead the development and implementation of comprehensive marketing strategies to enhance the District's brand recognition, engagement, and achievement of organizational goals. This role will involve collaborating with cross-functional teams to create innovative marketing campaigns utilizing data-driven insights to optimize performance. The goal is to position the District as a leader in education, driving measurable results and contributing to its long-term success.

**SUPERVISES:**

Administrative and Classified staff.

**PERFORMANCE RESPONSIBILITIES:**

- Design and implement impactful marketing campaigns that support the efforts of the Communications and Government Affairs department and school district.

## **MARKETING MANAGER (Continued).**

- Utilize marketing management software to streamline campaign planning, execution, and analysis, ensuring efficient resource allocation and informed decision-making across various marketing channels.
- Manage social media channels for the school district to shape and inform key audiences through engaging and relevant messaging utilizing media intelligence and social media monitoring platforms.
- Responsible for developing and implementing strategic remarketing initiatives tailored to engage and inform students, parents, and community stakeholders, ensuring effective communication and participation in district programs and events, and leveraging remarketing efforts to enhance student and staff recruitment efforts.
- Collaborate with external vendors and leverage marketing tools to effectively execute marketing campaigns, ensuring alignment with district branding guidelines and communication standards.
- Responsible for overseeing advertising campaigns across various platforms, including social media, TV, streaming services, radio, and web, to effectively reach target audiences and promote district initiatives.
- Responsible for remaining current with relevant legislation and regulations, ensuring compliance, and informing marketing strategies to align with legal requirements and best practices.
- Collaborate with the communications team to develop social media content that informs, engages, and inspires key stakeholders.
- Establish and maintain a department editorial calendar to ensure consistent and integrated messaging across platforms.
- Collaborate with the crisis communications team to inform the general public about emergency situations related to the school district.
- Recommend paid media acquisition strategies to grow online communities.
- Evaluate the effectiveness of marketing initiatives using key performance indicators (KPIs) and metrics, making data-driven adjustments as needed to optimize results.
- Work with community partners to lift and promote their efforts to improve student outcomes.
- Support schools to effectively maintain and grow school-based social media communications.
- Supervise assigned personnel, conduct annual performance evaluations, and make recommendations for appropriate employment action.
- Maintain a network of contacts and peer support through professional organizations.
- Stay well-informed of industry trends, best practices, and emerging technologies in marketing and education. Attend professional development workshops, conferences, and training sessions to enhance skills and knowledge relevant to the role.
- Ability to plan, analyze, organize, and prioritize activities to follow written and oral instructions.
- Every Sarasota County Schools employee has emergency response responsibilities, though not every position will require routine assignments during an emergency event. All employees are subject to recall around the clock for emergency response operations, which may require irregular work hours, work at locations other than the normal work location, and may include duties other than those specified in the employee's official job description. Assignments in support of emergency operations may be extensive in nature, with little advance notice, and may require employees to relocate to emergency sites with physically and operationally challenging conditions.
- Sustained focus and attention to detail for extended periods of time.
- Perform as directed other tasks consistent with the goals and objectives of this position.

### **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 District.

### **EVALUATION:**

**MARKETING MANAGER (Continued).**

Performance of this job will be evaluated in accordance with provisions of the Board's policy on evaluation of personnel.

**Job Description Supplement No. 11**