



JOB DESCRIPTION

JOB TITLE: **Marketing and Partnerships Manager**

Position Type: Exempt	Department: Communications and Community Engagement
Salary Schedule: Exempt	Reports to: Director, Communications
Salary Range: 6	Location: District Office
Term of Employment: 12 months	Date: August 15, 2022
Shift: Day	Approved by: Human Resources

POSITION SUMMARY:

Generates on-going, comprehensive marketing development, overall branding, and stakeholder engagement to increase enrollment and improve the overall impression of DVUSD.

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

ESSENTIAL FUNCTIONS:

- Develops and implements multi-year marketing and public relations plans, including but not limited to: Kindergarten enrollment marketing campaigns, direct marketing to increase enrollment K-12, marketing to recapture charter students, transition marketing to retain students as they move to new schools by grade attrition, marketing of specific programs, and overall branding of DVUSD.
- Oversees district marketing strategies, promotional materials, publications, and public relations campaigns.
- Incorporates specific communication tactics such as direct mail, social media ads, customized brochures, print ads, billboard, etc. to achieve marketing objectives.
- Creates individualized program and/or school marketing plans to target specific parent demographics.
- Oversees and/or assists with district special events such as Business Partner events, college and career fairs, job fairs, Retirement Reception, and Longevity Reception, etc.

- Creates, writes, and edits articles and promotional messages for internal publications, traditional media, social media, district website, etc. to generate positive publicity.
- Oversees and approves paid advertisements.
- Coordinates marketing outreach to parents and community.
- Manages the deployment and analytical measurements for advertisements and publicity outreach.
- Ensures that all printed and electronic materials adhere to DVUSD brand and design standards.
- Oversees Stakeholder engagement/Business and Community Partnerships. Recruits business and community partners to support the district and schools.
- Coordinates meetings, and other business partner events.
- Must meet any additional specific job requirements as indicated by the department.

MARGINAL DUTIES:

- Assists other personnel as may be required for the purpose of supporting them in the completion of their work activities.
- Completes other job related duties as assigned by the supervisor.

OTHER SKILLS/ABILITIES/KNOWLEDGE/WORK STYLE:

- Demonstrates the ability and desire to provide outstanding customer service.
- Demonstrates the ability to effectively use technology as a tool for planning and implementing instructional strategies.
- Demonstrates the ability to work effectively under time constraints.
- Must be organized with the ability to multitask.
- Must be detail-oriented and self-motivated.
- Must have excellent memory and ability to function well under stress.
- Must be able to work independently with minimal supervision and/or assistance.
- Must demonstrate an extremely high regard for confidential and sensitive information.
- Must demonstrate flexibility, common sense, and good judgment.
- Must have ability to keep abreast of information pertinent to the job.
- Must maintain a well-groomed appearance.
- Must have an updated knowledge of computers and current software programs.
- Adheres to the district/department vision, mission and goals in collaboration with staff and supervisor.
- Develops and demonstrates progress of district/department goals.
- Is receptive to ideas, issues and concerns presented by all constituents.
- Provides purpose and direction for individuals and groups within the

- schools and/or departments.
- Maintains accessibility, listens to seek clarity and responds in a timely manner.
 - Conscientiously fulfills responsibilities and follows directives by meeting deadlines.
 - Demonstrates clear articulation of content accurate information through both oral and written communication.
 - Demonstrates collaborative problem-solving skills.
 - Participates in district professional development activities in a timely manner.
 - Uses professional day in a productive manner.
 - Demonstrates knowledge of and adheres to district policies and administrative procedures.
 - Demonstrates a personal and professional code of ethics.
 - Completes assigned tasks and projects in a competent and timely fashion.
 - Adheres to legal and procedural guidelines regarding confidentiality and disclosure of information.
 - Demonstrates effective management of all fiscal resources and responsibilities.
 - Makes clear and well-defined decisions.

CERTIFICATES, LICENSES AND REGISTRATIONS REQUIRED:

- Must have authorization to work in the United States as defined by the Immigration Reform Act of 1986.

EDUCATION AND/OR EXPERIENCE:

- Bachelor's Degree (B.A.) in journalism, mass media communications, public relations, advertising, marketing or a related field.
- Four years of responsible experience in journalism, mass media communications, or public relations.

LANGUAGE SKILLS:

- Demonstrates the ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations.
- Demonstrates the ability to write reports, business correspondence, and procedure manuals.
- Demonstrates the ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.

MATHEMATICAL SKILLS:

- Demonstrates the ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference and volume.
- Is able to apply concepts of basic algebra and geometry.

REASONING ABILITY:

- Demonstrates the ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists.

- Is able to read and interpret a variety of instructions and data furnished in written, oral, diagram, or schedule form.

PHYSICAL DEMANDS:

- Regularly required to stand, reach with hands and arms, talk or hear and taste or smell.
- Frequently required to use hands to finger, handle, or feel objects, tools, or controls.
- Must be able to walk, and occasionally climb or balance; stoop, kneel, crouch or crawl.
- Must regularly lift and/or move up to 30 lbs.
- Must have close vision, distance vision, color vision, peripheral vision, depth perception, and ability to adjust focus.

ENVIRONMENTAL CONDITIONS:

- The noise level in the work environment is usually moderate.
- The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job.
- Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

COMMENTS:

This job description is intended to be representative of the work performed by employees in this position and is not all-inclusive. The omission of a specific duty or responsibility will not preclude it from the position if the work is similar, related, or a logical extension of position responsibilities as defined by the supervisor.

This is a temporary management guide tool, subject to change.