



## MARICOPA COUNTY JOB DESCRIPTION

### MARKETING AND COMMUNICATIONS ADMINISTRATOR

MARKET RANGE TITLE:	COMMUNICATION OFFICER/GOVERNMENT LIAISON
DEPARTMENT:	EDUCATION SERVICE AGENCY
DIVISION/SECTION/UNIT:	EXECUTIVE LEADERSHIP (LOW ORG 3710)
FLSA STATUS:	EXEMPT
CLASSIFIED/UNCLASSIFIED:	UNCLASSIFIED/CONTRACT
SALARY:	\$22.21 – \$34.02 (\$46,196 – \$70,761)

#### PURPOSE STATEMENT

The MCESA Marketing and Communications Administrator is responsible to the County Superintendent of Schools for strategically and effectively initiating and nurturing two-way communications with key stakeholders that enable the agency's expert practitioners and service-oriented professionals to build alliances and disseminate relevant and timely information, leading to the creation of innovative, effective and sustainable solutions to education's toughest challenges in the areas of Educational Innovation, Economic Management and Executive Leadership.

#### PRIMARY DUTIES

*This job may include the following job duties and is not an all-inclusive list of all job duties that may be required. Employees will be required to perform other related duties as assigned.*

#### **1.0 Lead the design, development, and evaluation of effectiveness of a comprehensive marketing and communications plan for MCESA that supports the agency's vision, mission and goals.**

- 1.1 Establish marketing and communications goals, strategies and tactics to advance the vision, mission and goals of the agency in collaboration with the County Superintendent, Chief Deputy Superintendent and department directors.
- 1.2 Develop measures of effectiveness for marketing and communications strategies and tactics, monitor results and evaluate success; create related reports.

#### **2.0 Lead the design, development and evaluation of effectiveness of strategic and tactical marketing and communication plans for MCESA programs, services and initiatives.**

- 2.1 Regularly consult with project leaders to determine communication needs.
- 2.2 Attend essential project meetings and provide input on marketing and communications planning.

- 2.3 Conceptualize, design, develop and implement strategic and tactical communication and marketing plans of action for key initiatives in the areas of Educational Innovation, Economic Management and Executive Leadership.
- 2.4 Design and conduct a variety of client satisfaction surveys for use in determining continuous improvements of the agency's programs and services.
- 2.5 Develop measures of effectiveness for marketing and communications tactics, monitor results and evaluate success; create related reports.

### **3.0 Conceptualize, design, develop and lead implementation of strategic marketing and communications tactics to meet agency and program-specific marketing and communications goals.**

These may include but are not limited to:

- 3.1 Agency and project-specific public events
- 3.2 Agency and program-specific informational brochures and publications
- 3.3 Print and electronic promotional materials
- 3.4 Print and electronic newsletters
- 3.5 Print and electronic invitations
- 3.6 Presentation materials
- 3.7 Promotional and informational broadcasts, videos and webinars
- 3.8 Articles and editorials for external publications

### **4.0 Monitor and manages MCESA's online presence, including the agency website and social media platforms.**

- 4.1 Manage content and design of MCESA website.
- 4.2 Assist the technology division in exploring and implementing solutions that support effective marketing and communications.
- 4.3 Lead the development and implementation of communication policies regarding web-based communication tools, including the MCESA website and social media platforms.
- 4.4 Develop social media standards for MCESA staff and members of the public who interact with MCESA through social media.

### **5.0 Develop, maintain and establish ongoing, effective working relationships with local and regional media that promotes positive media coverage.**

- 5.1 Fulfill public information requests by members of the media and others in a timely and professional manner.
- 5.2 Respond to members of the media in a timely and professional manner.
- 5.3 Maintain up-to-date contact information for local and regional media.
- 5.4 Write, edit and distribute news releases.
- 5.5 Plan and execute news conferences and media tours.
- 5.6 Arrange media interviews with key members of the MCESA staff to promote key programs, services and initiatives.
- 5.7 Act as spokesperson for the agency and the County Superintendent as needed in print, TV and radio interviews.

**6.0 Monitor, manage and adjust processes and protocols for branding and communication to ensure that MCESA presents consistent and unified messages that serve to connect the agency’s programs and services in the minds of our staff, customers, partners and stakeholders.**

6.1 Consistently utilize style guides and brand standards for agency copy and design in the development of marketing and communication materials for external presentation and distribution to ensure consistent, accurate and aligned message, image and branding for MCESA, and its programs and services.

6.2 Assist, educate and provide necessary leadership to project leaders and other staff members on MCESA marketing and communications standards and best practices.

6.3 Provide graphic design support to ensure consistent delivery of design/brand standards.

6.4 Serve as “Governance Chair” to ensure MCESA’s consistence and unified branding for all publications and communications.

**7.0 Coordinate communications with other agencies, alliance partners and community organizations.**

7.1 Develop and maintain a key communicator network for MCESA and its key programs and services.

7.2 Facilitate communication with alliance partners and provide marketing and communications support on collaborative initiatives as needed.

7.3 Analyze trends and capitalize on opportunities to create effective, high-visibility partnerships through branding and innovative marketing and communication solutions that align with MCESA’s vision, mission and goals.

7.4 Coordinate with county public information officer on procedures relevant to the position.

**8.0 Assist the County Superintendent in development and implementation of governmental/public affairs strategies that develop informed leaders who shape policy.**

8.1 Track and disseminate to MCESA leaders information related to local and regional public affairs relevant to education.

8.2 Conceptualize, design and develop communication materials that enhance the understanding of the role of the office of the County Superintendent and education service agencies.

8.3 Assist in planning, provide marketing and communication support, and execute public events, conferences and symposiums.

8.4 Develop and delivers presentations on MCESA and its programs and services as needed.

**REPORTING STRUCTURE**

**A. Supervision Received:** Superintendent of Schools

**B. Supervision Exercised:** None

## **QUALIFICATIONS\***

### **A. Minimum education and/or experience:**

- Bachelor's degree in Journalism, Communications, Marketing, Media Production or related field.
- Three to five years of public or private sector experience with ascending responsibility in marketing, communications, public relations and/or media relations, with demonstrated successes in raising the public profile(s) of organization(s) served.

### **B. Other combinations of education, experience, or training that may be considered in substitution for the minimum requirements:**

- Experience or training that may be considered substitution for the minimum requirements.

### **C. Preferred education and/or experience:**

- Knowledge of or experience in public education processes, issues and school systems.
- Experience in marketing and communications related to education and student achievement.
- Background in positions such as print/broadcast journalism, public relations, and marketing.
- Extensive local, regional and statewide media contacts.

### **D. Knowledge, Skills, and Abilities:**

- Knowledge of various journalistic styles, current principles, techniques and objectives of public information and public relations.
- Knowledge of marketing principles, techniques and objectives.
- Knowledge of graphic design principles, techniques and objectives.
- Knowledge of professional application of research and writing skills.
- Knowledge of local and regional public affairs.
- Skill and experience in effective oral and written communication.
- Skill and experience in developing marketing and communication goals, and strategic messages.
- Skill and experience in presenting information clearly and in a relevant and engaging manner to various audiences.
- Skill and experience in development and management of websites.
- Skill and experience in design and production of print materials.
- Skill and experience in the design and production of electronic communications.
- Skill and experience in the design and production of electronic communications.
- Skill and experience in oral presentations and organizing public programs or events.

- Skill and experience in planning and organizing projects and work tasks.
- Skill and experience in exercising sound judgment in the performance of all job tasks.
- Ability to work independently with minimal supervision.
- Experience in the design and production of videos.

**E. Specialized training, certifications, or other special requirements:**

**F. Preferred special requirements:**

**G. Special working conditions:**

\*Degrees/credits must be from an academically accredited college or university as recognized by the U.S. Department of Education (USDE) or the Council for Higher Education (CHEA)