

JOB DESCRIPTION

General Job Title: Communication/Marketing Coordinator

Original Date: 12/16/16

Revised Date:

Unit: Administration

Department: Administration

Basic Function and Scope of Responsibilities: Responsible for coordinating the planning, direction and control of organizational-wide communications, marketing strategies, media relations, website development and maintenance. Facilitate the delivery of strategic, timely, and cost efficient marketing communications.

Principal Responsibilities:

- Development and implementation of district website and other social media.
- Maintain graphic standards for district.
- Develops and maintains marketing strategies that increase and improve the image, visibility, and community support of the district.
- Serve as an internal marketing consultant to administration and managers, as well as attend staff, admin, board, and community meetings.
- Implement program manager vision, using goals and guidelines set by programs mission and vision.
- Serve as the districts lead Public Relations contact.
- Serve as the coordinator for special events.
- Develop and maintain an archive library for articles, photo & historical marketing campaigns
- Perform other job-related duties as assigned

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of this position.

Education Requirements: Check the minimum level of formal education that is required to perform this job satisfactorily.

High School Diploma or GED - Required

Bachelor's Degree - Preferred

Vocational School or some college courses

Master's Degree

Associate's Degree, Trade or Technical School

Doctoral Degree

List specific examples of degree(s), area(s) of study, and/or licensure(s), denoting (R) if required or (P) if preferred

Training, Skills, Knowledge and/or Experience: List specific examples, denoting (R) if required or (P) if preferred

- Specific training courses in this field (explain): Familiarity with desktop publishing software preferred.
- General experience in this field (explain): Experience in web design, communications and social media.
- Experience specific to this position (explain): Minimum of five (5) years of experience in similar position.
- Healthcare setting experience is preferred.

Approved by (Supervisor):

Approved by (HR):

Salary grade (HR):

Cost center (HR):

Authority:

Decision Making

What is the nature of the direct supervision that is provided to the incumbent of this position?

- Minimal direction is given
- Will meet regularly with Superintendent/CFO to prioritize projects

Financial Authority

Provide quantitative measurements (i.e. budgets, sales volumes, etc.) for which this position is responsible. Indicate type and amount:

Budgets will be set by Superintendent/CFO

Supervisory Responsibility:

- No supervisory responsibility
- Provides guidance, leadership, or training to other employees (no direct supervision)
- Directly responsible for supervising non-exempt, clerical, or office administrative personnel
- Directly responsible for supervising exempt, professional, or technical employees
- Directly responsible for supervising supervisory/managerial employees

Organizational Structure:

Job Title to which this position reports: Superintendent/CFO

Job Titles directly reporting to this position: None

Job Titles indirectly reporting to this position (e.g. Titles reporting to position's subordinates): None

Working Conditions:

Please describe the following work conditions that are generally required to execute the principal duties of this position

Physical surroundings (e.g. office equipment): Most of work will occur outside a regular office setting.

Adverse working environment (e.g. specify extent of exposure to noise, extreme temperature, dirt, dangerous machinery, or other hazardous conditions requiring safety adherence and/or PPE equipment): None

Physical Effort: (Specify repetitive lifting, bending, stooping, or other physical effort required): None

Domestic/International Travel: None

Extensive Hours: Hours to be set by employee as long as set goals are met.

The above statements are intended to describe the general nature and level of work being performed by persons assigned to this position. They are not intended to be an exhaustive list of all associated responsibilities, skills, efforts, or working conditions. United General District 304, reserves the right to change, amend, add, delete, and otherwise assign any and all duties, responsibilities, and position titles as it deems necessary to meet the needs of the business.