

SCHOOL DISTRICT OF SARASOTA COUNTY

JOB DESCRIPTION

MARKETING & COMMUNICATIONS MANAGER

SALARY SCHEDULE: ADMINISTRATIVE J

COST CENTER: SUNCOAST TECHNICAL (0391)

QUALIFICATIONS:

- (1) Bachelor's degree (A degree in business, marketing, advertising, digital media or mass communications is preferred) or,
- (2) Associates degree with 3 or more years of experience in marketing, communications, advertising and/or digital media

KNOWLEDGE, SKILLS AND ABILITIES:

- (1) Excellent verbal, written and interpersonal communication skills.
- (2) Familiarity with current communications technology, including websites, presentation software, web logs, e-mail publications, pod casting and video streaming.
- (3) Ability to recognize, analyze and solve problems independently and collaboratively.
- (4) Creativity and initiative in effectively applying technology to a variety of communications scenarios

REPORTS TO:

STC Student Services Program Manager

JOB GOAL

The Marketing and Communications Manager is responsible for all media strategies that advance school programs and student outcomes for Suncoast Technical College (STC). The ideal candidate will have a deep knowledge and practice of all aspects of marketing, including but not limited to branding, paid media, SEO optimization, online, social and digital marketing, media relations and community engagement to effectively reach and engage key audiences and stakeholders.

SUPERVISES:

Graphic designer
Outside vendors and agencies as needed

PERFORMANCE RESPONSIBILITIES:

- * (1) Develop long-term marketing plans to advance STC, its programs, services and student achievements.
- * (2) Enhance the value of the STC brand and position it as a top-rated higher education experience that fulfills career-ready expectations.
- * (3) Establish effective paid media strategies to promote the school, including but not limited to print, broadcast, radio, outdoor, and in-theater marketing, FSI tactics and partnerships to increase enrollment each year.
- * (4) Utilize Google and other digital platforms and advertising mechanisms to enhance SEO

Marketing and Communications Manager (Continued)

- optimization, pay-per-click strategies and other forms of online targeting.
- * (5) Oversee the development of digital and video content to convey STC’s brand and story to multiple audiences across a variety of communications channels.
- * (6) Identify engaging social and digital media messages that exemplifies the STC brand, administrators, instructors and student body.
- * (7) Collaborate with the local media to further inform the public about STC and its career-ready values.
- * (8) Engage with members of the business community, nonprofit organizations and trade associations to further advance the mission and value of STC.
- * (9) Develop ongoing metrics and evaluation practices to effectively measure impact and ROI.
- * (10) Collaborate with administration to create yearly marketing plans and budgets.
- * (11) 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.
- (12) Performs other related duties as assigned.

PHYSICAL REQUIREMENTS:

Medium work: Exerting up to 50 pounds of force, occasionally and/or up to 20 pounds of force frequently and/or up to 10 pounds of force 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:

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

*Essential Performance Responsibilities