

CLARK COUNTY SCHOOL DISTRICT
Human Resources Division

DIRECTOR I – STRATEGIC PROJECTS

Reference Code: B018

Division: Communications, Marketing, and Strategy

Classification: Professional-Technical

Terms of Employment: Range 42 of the Unified Administrative Salary Schedule, 12 Months

FLSA STATUS: EXEMPT

POSITION SUMMARY: This position functions to develop and direct the execution of a marketing plan to set consistent brand standards and improve the perception of the District throughout our families and our community. This position will work collaboratively with the Clark County School District Board of Trustees, the Superintendent, District leadership, and a variety of other stakeholder to create a shared vision of how to promote the achievements in our District and what we have to offer to students. This position is directly responsible to the Chief of Communications, Marketing, Strategy, and External Relations.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

The list of Essential Duties and Responsibilities is not exhaustive and may be supplemented.

1. Collaborate with the Chief Communications, Marketing, Strategy, and External Relations Officer, the Executive Director of Community Outreach, the Director of Communications, and the Director of Government Relations to design and execute District strategy for engaging a diverse set of community leaders and stakeholders to foster trust in the District.
2. Establish a consistent brand and image strategy including brand standards for the District. Support and expand the District's brand through events, campaigns, publications, and other materials to promote the District and increase public awareness of success in our schools. This includes representing the District at public events and in meetings with key community leaders.
3. Promote District interests and ensure public awareness of operations, functions, and activities; collaborate with other administrators, personnel, community organizations, outside agencies, members of the public, and local, state, and federal officials to enhance support, involvement, and promotion of District objectives and to build and sustain a proactive, credible profile for the Board of School Trustees, Superintendent, and leadership throughout the District.
4. Develop strategies and tools for schools to market themselves in an effort to improve perception and partnerships among families and throughout the community. Work directly with principals to implement the right strategies for their community to retain students at their schools. Develop strategies to promote events and campaigns through social media, school newsletters and flyers, school websites, videos, and at school sites and buildings for the purposes of effectively promoting the strengths of our schools and other District initiatives.
5. Execute marketing and promotions for District programs and services to maintain organizational standards and develop campaigns designed to build public confidence in education within the District.
6. Work with business and community organizations to seek partnerships and donated media to promote District schools and initiatives.
7. Write, edit, and oversee the production of a variety of online, social, media, print, electronic, and audio/visual communications/marketing materials to internal and external audiences.
8. Engage with other District departments to support marketing initiatives such as campaigns to recruit teachers and donors to the District and outreach campaigns through the Communications Department.
9. Seek and evaluate research and other data sources to inform decisions and provide analysis and communication of education trends relevant to the goals of the District.
10. Develop and oversee the development and promotion of several regular and special internal and external publications and communications for the District (i.e., CCSD Achieves digital magazine, Fast Facts, Back to School Reporter, etc.); design and assist with writing the District's strategic plans and initiatives.
11. Provide strategic leadership on critical projects and initiatives to support the Superintendent and leadership team to ensure engagement and clear focus on student achievement.
12. Oversee a staff in the use of broadcast, internet, and other mass media to support consistent information, messaging, consensus building and community understanding of issues related to challenges and successes of the District and support marketing efforts.
13. Perform other duties related to the position, as assigned.

POSITION EXPECTATIONS:

1. Demonstrated supervisory experience managing teams and working with outside vendors with knowledge of local community agencies, leaders, and media outlets.
2. Knowledge and understanding of executing marketing campaigns and techniques. High degree of knowledge and skill utilizing various forms of media including social media, PowerPoint, and online and printed publications.
3. Ability to develop and maintain effective relationships with the Board of School Trustees, other elected officials, school and central services administrative personnel, peers, parents, community members, and others.
4. Ability to work cooperatively with departments within the District as well as local, state, and federal agencies outside of the District.
5. Effective communication, collaborative, and interpersonal skills including oral and written communication skills, using tact, patience, and courtesy.
6. Ability to explain complex concepts and clarify policies and procedures in a way that illustrates their effect of District employees and students.
7. Ability to plan, create, and present in public speaking venues and conduct large group presentations.

POSITION REQUIREMENTS:

Education and Training:

An earned bachelor's degree from an accredited college or university in communications, public relations, marketing, education, public policy, or a related field or currently serving as a professional-technical employee within the Clark County School District.

Licenses and Certifications:

None Specified

Experience:

1. Satisfactory service in a corresponding or related position, or have previously demonstrated at least five (5) years of successful supervisory experience related to the position, or five (5) years of successful supervisory experience related to the administrative position.
2. A minimum of five (5) years of satisfactory service in marketing, communications, or related positions. (Experience with a marketing firm including developing and implementing brand standards, increasing customer base, leading creative community campaigns to increase awareness and public perception, directing and leading multimedia marketing campaigns including video production and developing and implementing successful social media and other campaigns and print materials is preferred but not required.)

When applying for an administrative position, candidates must meet the minimum qualifications as listed on the appropriate position vacancy announcement.

An Affirmative Action/Equal Opportunity Employer

This employer does not knowingly discriminate on the basis of race, color, religion, sex, sexual orientation, gender identity or expression, age, disability, or national origin.