



# Director I, Marketing Department

## Position Details

Job Code: U7100

Reference Code: B018

Division: Communications Unit

Classification: Professional-Technical

Terms of Employment: [Step 42 of the Unified Administrative Salary Schedule, 12 Months](#)

FLSA STATUS: EXEMPT

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## Position Summary

This position functions to develop, coordinate, and direct the execution of marketing functions according to the plan to set consistent brand standards and improve the perception of the Clark County School District for our families and for our community. This position oversees the management and oversight of the brand across print and digital media, to include implementing strategies for the management and implementation of the visual and Web presence for CCSD. Under the leadership of the Chief Communications Officer, this position works 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 Communications Officer, Communications Unit.

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## Essential Duties and Responsibilities

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

1. Collaborates with the Chief Communications Officer, the Director of Media Relations, the Director of Office of Engagement, the Web Design team, and other staff, to design and execute District strategy for engaging a diverse set of community leaders and stakeholders to promote and foster trust in the District.

2. Establishes a consistent brand and image strategy including brand standards for the District. Supports and expands the District's brand through events, campaigns, publications, and other collateral to promote the District and increase public awareness of success in schools. This includes representing the District at public events and in meetings with key community leaders.
3. Promotes District interests and ensures public awareness of operations, functions, and activities; collaborates 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 to build and sustain a proactive, credible profile for the Board of School Trustees, Superintendent, and leadership throughout the District.
4. Develops strategies and tools for schools to market themselves to improve perception and partnerships with families and throughout the community. Develops 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 our schools and other District initiatives.
5. Develops and executes marketing and promotion plans for District programs and services to maintain District standards and develops campaigns designed to build public confidence in education outcomes within the District.
6. Works with business and community organizations to seek partnerships and donated media to promote District schools and initiatives.
7. Writes, edits, and oversees the production of a variety of online, social, media, print, electronic, and audio/visual communications/marketing materials to internal and external audiences.
8. Engages 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 Unit staff.
9. Seeks and evaluates research and other data sources to inform decisions and provide analysis and communication of education trends relevant to the goals of the District.
10. Reviews and analyzes online statistics and changes to the marketplace and identifies the best practice to optimize online market performance or changes plans accordingly. Stays ahead of industry trends, technologies, and best practices and distributes relevant information to Senior Management and Staff.
11. Develops and oversees the creation, development and completion of promotional internal and external publications and communications for the District (i.e., CCSD Achieves digital magazine, Fast Facts, Back to School Guide, etc.); designs and assists with writing the District's strategic plans and initiatives.
12. Provides strategic leadership on critical projects and initiatives to support the

Superintendent and leadership team to ensure engagement and clear focus on student achievement.

13. Oversees a staff in the use of broadcast, Internet, and other mass and social 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.
  14. Administers all personnel matters (selection, supervision, training, discipline, and evaluation of department staff).
  15. Plans and writes communications for districtwide events like State of the Schools, Back-to-School Kickoff, etc.
  16. Works with internal and external stakeholders on assigned committees and coordinates activities, as necessary.
  17. Performs other duties related to the position, as assigned.
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## **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, Office 365, Google Workspace, HyperText Markup Language (HTML), web-based platforms, Software as a Service (SaaS), and online and printed publications.
  3. Ability to develop and maintain effective relationships with District leadership, Board of School Trustees, other elected officials, school and central services administrative personnel, peers, parents/guardians, 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, tactfulness, patience, courtesy, transparency, and accountability.
  6. Ability to explain complex concepts, programs, 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.
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# 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.
2. A minimum of three (3) 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.)

## Preferred Qualifications

Previous successful experience serving as a Marketing Director or Manager.

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

## AA/EOE Statement

Clark County School District is proud to be an equal opportunity employer. The Clark County School District is committed to providing all applicants and employees equal employment opportunities without regard to race, color, religion, sex, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or military status or other characteristics protected by applicable law. Here at Clark County School District we are a diverse group of people who honor the differences that drive innovative solutions to meet the needs of our students and employees. We believe that through a culture of inclusivity we have the power to reflect the community we serve.

## **Job Revision Information**

- Revised: 09/22/22
- Created: 04/16/18