



**NEW:**  
**REVISED:**  
~~12/10/2019~~  
 08/31/2021

Submitted:  
 12/10/2019  
 08/31/2021

JOB TITLE:	ASSISTANT MARKETING
DIVISION	COMMUNICATIONS AND COMMUNITY RELATIONS
SALARY SCHEDULE/GRADE:	IA-9
WORK YEAR:	260 DAYS
FLSA STATUS:	NON-EXEMPT
JOB CLASS CODE:	8271
BARGAINING UNIT:	CLAA

#### SCOPE OF RESPONSIBILITIES

Supports the Marketing Coordinator, providing assistance in developing and implementing programs and tactics that promote District initiatives to audiences internal and external to JCPS. Works with students, educators, administrators, schools, businesses, and community partners on projects. Assists with event coordination, development of written materials, social media management, and administrative duties required to meet District marketing objectives.

#### PERFORMANCE RESPONSIBILITIES & EVALUATION CRITERIA

Assists with event setup and breakdown, including picking up and placing signage and other materials, arranging tables and chairs, testing audio

Assists with the development of speeches and talking points for speakers at Academies of Louisville events

Aids in the development of multi-channel marketing campaigns that raise awareness for district initiatives

Assists in planning Student Attendance Campaign Pop-up Parties and recognitions, Superintendent's State of the District, Showcase of Schools, JCBE Community Forums, and other conferences, summits, and large-scale meetings

Assists in daily management of Academies of Louisville social media channels including event coverage, audience engagement, content generation, and managing student Instagram takeovers

Facilitates the execution of media buys by securing rates, ensuring art specifications are followed, elements are delivered, and purchase orders are created

Assists with administrative needs related to signage and collateral production including the submission of detailed job requests to Materials Production or other vendors

Assists with the purchasing process, ensuring quotes are acquired and invoices are properly submitted to the department administrator for processing as soon as possible

Completes all trainings and other compliance requirements as assigned by the designated deadline

Performs other duties as assigned by supervisor

#### PHYSICAL DEMANDS

The work is primarily sedentary. The work requires the use of hands for simple grasping and fine manipulations. The work, at times, requires bending, squatting, crawling, climbing, reaching with the ability to lift, carry, push or pull light objects.

#### MINIMUM QUALIFICATIONS

Bachelor's Degree in advertising, marketing, public relations, communications, or other applicable field

~~Two~~ One years of experience in two or more of the following marketing areas: media buying (traditional or social/digital), speechwriting, copywriting, art direction, marketing campaign conceptualization, brand positioning

Two years of experience planning and executing events

Excellent written and verbal communication skills
<b>DESIRABLE QUALIFICATIONS</b>
Prior experience in a marketing/public relations agency
Prior experience in social media management
Experience in a diverse workplace



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