



**Northern Kentucky Cooperative for  
Educational Services  
JOB DESCRIPTION**

**MEMO:** The primary goal of the School-Based Mental Health grant is to increase and retain the number of mental health service providers in the Northern Kentucky schools and to increase and retain the number of credentialed school-based mental health service providers from diverse backgrounds. This project's outcome is designed to improve the ratio of students to school-based mental health providers, decrease the attrition rate, increase the total number of students receiving school-based mental health services. This grant will also support respecialization efforts, train schools to understand certification and licensure options, and help to build mental health services career pathways.

**POSITION TITLE: School-Based Mental Health Marketing/Social Media Coordinator**

**RESPONSIBLE TO:** Chief Academic Officer

**QUALIFICATIONS:**

Bachelor's degree or higher, or equivalent working experience.

Working knowledge of schools and particularly of mental health services in schools.

An understanding of traditional and digital marketing tools and tactics

Demonstrated experience initiating, producing, and implementing effective traditional and online marketing and communications campaigns.

**JOB GOAL:** To produce marketing materials and campaigns that will increase the number of mental health services providers in Northern Kentucky schools

**SPECIFIC DUTIES:**

- Work directly with project staff, schools, and partners to design and implement key marketing campaigns to promote mental health services careers and services in Northern Kentucky schools.
- Perform competitive research to understand what is happening in the market and incorporate findings for desired results.

**KNOWLEDGE OF:**

- How to conduct analysis to determine the effectiveness of each marketing campaign and report key findings to stakeholders.
- Methods to develop social media marketing strategies to increase availability, of and reduce barriers to using, mental health services providers in Northern Kentucky schools
- Editing software for photos to be used in social media posts

- Website traffic statistics monitoring to determine the effectiveness of social media efforts

**ABILITY TO:**

- Facilitate cross-functional communication among all project stakeholders with sensitivity to issues of equity.
- Write and deliver blog posts, articles, podcasts, or other content for websites or blogs. Develop project and brand awareness through social media channels such as Facebook, Twitter, Instagram, Snapchat, and Pinterest.
- Develop creative concepts for social media campaigns using graphic design software.

**TERM OF EMPLOYMENT:** Full-time employment, 215 days

**SALARY:** Salary based on rank and experience in accordance with NKCES certified salary schedule.

**EVALUATION:** Annual evaluation in accordance with performance of job description and NKCES policies and procedures.