



SJCOE
EDUCATE • INNOVATE • INSPIRE

Job Description

POSITION TITLE: Marketing and Communication Specialist #2446
CodeStack
Office of the Superintendent

SALARY PLACEMENT: Classified Salary Schedule
Range 37

MINIMUM QUALIFICATIONS-EDUCATION, TRAINING, AND EXPERIENCE:

Possess an Associate of Arts Degree with a concentration in communication, public relations, marketing, journalism, art, or related field; or equivalent experience in media advertising, product marketing, social media channel development/management, direct product sales, and/or web application sales and support, preferably with online education-related products or services.

KNOWLEDGE, SKILLS, AND ABILITIES:

Possess strong written and oral communication skills. Have knowledge and understanding of research methodology and tools. Be able to identify threats and opportunities in a social media context. Ability to setup, read, understand, and utilize analytics relating to viewership and conversion rates for media channel content. Understand and follow best practices for various media platforms. Out-of-state travel will be required as well as the ability to work outside of normal workdays and office hours to meet deadlines. Possess a valid California driver's license and proof of liability insurance coverage in the minimum amount required by SJCOE policy; insurable by the SJCOE carrier. Must furnish own transportation as required to fulfill job duties.

SUMMARY OF POSITION:

Under the direction of the CodeStack Multimedia Coordinator, develop and maintain nationwide sales/marketing strategy including: developing and posting social media content, writing and reviewing press releases and marketing copy, generating lists of contacts and sales leads, providing direct sales, seeking and responding to RFP opportunities, making cold calls, giving sales/marketing presentations, developing sales/marketing materials, attending national conferences, and providing support and training.

ESSENTIAL FUNCTIONS:

Essential functions may include, but are not limited to:

1. Maintain log of marketing activities to regularly report on goals and progress.
2. Develop and follow marketing strategies on a variety of media channels, including social media.
3. Daily posting of content on social media channels.
4. Generate marketing copy and social media content.
5. Monitor social media channels for potential issues and customer complaints.
6. Work with various product teams to develop strategies for online presence.
7. Maintain knowledge of current best practices for posting on social media channels.
8. Work effectively with various product teams to develop strategies for online presence.
9. Ability to perform arithmetic calculations with speed and accuracy.
10. Respond to user requests for assistance by addressing compatibility, system errors, account setup, and maintenance.
11. Work effectively with school districts, community organizations, government agencies, parents, students and/or staff.
12. Maintain confidentiality on issues concerning program and staff.
13. Communicate effectively both orally and in writing.
14. Analyze situations accurately and adopt an effective course of action.
15. Work independently with little direction.
16. Work effectively in both an individual and team environment.

17. Follow media related to K-12 education to develop filler content for marketing channels.
18. Conduct sales and training on and off-site as necessary.
19. Generate and follow up on sales leads, including cold calls in various states.
20. Work with team and clients to develop compelling content for various marketing channels.
21. Performs other related duties as assigned.

PHYSICAL REQUIREMENTS:

Employees in this position must have the ability to:

1. Sit for extended periods of time.
2. Enter data into a computer workstation, operate standard office equipment, and use a telephone.
3. See and read a computer screen and printed matter with or without vision aids.
4. Hear and understand speech at normal levels and on the telephone.
5. Stand, walk and bend over, reach overhead, grasp, push, and move, lift and/or carry up to 25 pounds to waist height.

WORK ENVIRONMENT:

Employees in this position will be required to work indoors in a standard office environment and come in direct contact with SJCOE staff, district office staff, and the public.

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