

EDUCATIONAL SERVICE CENTER OF CENTRAL OHIO

JOB DESCRIPTION

BRAND and MARKETING SPECIALIST

Minimum Qualifications:

- Bachelor's degree in marketing, communication, journalism, public relations or a related field.
- Three years of experience in marketing, branding, and communication management, or equivalent experience through internships and/or other educational opportunities.
- Experience working with a print center/copy center.
- The ability to meet deadlines and handle multiple projects simultaneously.
- Must be able to think creatively and innovatively.
- Strong computer skills utilizing the following programs: WordPress, Google, Survey Monkey, Microsoft Office, Adobe, iMovie, FinalCut and social media.
- Excellent oral and written communication skills.
- Familiarity with the latest trends, technologies and methodologies in graphic design, web design, social media, production, etc.
- Experience with Mac platform preferred.
- K-12 education knowledge preferred.
- Documentation of a clear criminal record in compliance with state statute.
- Complies with drug-free workplace rules and Board policies.

Note: This assignment may require a valid driver's license and access/availability of a reliable vehicle. Employees must meet all prerequisite and ongoing qualifications to be covered by the service center's insurance carrier.

FLSA Classification: Non-Exempt

Reports To: Communications & Policy Coordinator

Job Objectives: To implement, execute, and support a broad range of marketing and branding strategies.

Responsibilities and Essential Functions:

"The following duties are representative of performance expectations; however, the list below is not ranked in order of importance."

- Champions and executes company brand strategies and tactics throughout a range of communications and cultural platforms.

- Enforces brand marketing guidelines across all communication vehicles including trademarks, logo designs, brand images, agency services, programs, solutions and brand messaging.
- Leads, coordinates and executes service, program, and solution marketing activities including promotional support materials, catalog content maintenance and related materials.
- Creates and maintains communication vehicles such as brochures, advertising, directories, promotions, sample cards, labeling, and various other related materials.
- Provide support for web and social media marketing activities including content development, maintenance, enhancement, and project coordination.
- Supports and implements customer insight and other research projects including planning, design, and analysis.
- Maintains a basic knowledge of current market trends, concepts, practices, and procedures.
- Provides graphic/multimedia design services for the service center and member districts.
- Manages all graphics, photography and video assets, as well as marketing and communication materials.
- Responsible for content on center web pages and audit web pages for timeliness and accuracy.
- Builds and maintains relationships with staff to establish internal communication metrics.
- Works well under deadline pressure.
- Assists the coordinator for policy and communications with agency brand management.
- Assists staff in producing and making presentations.
- Responsible for ensuring services, programs and solutions under their domain resonate with current and potential customers.
- Meets regularly with clients, member districts and center management staff.
- Performs other specific job-related duties as directed by Superintendent or his/her designee.

“Job performance is evaluated according to the policy provisions adopted by the Governing Board of the Educational Service Center of Central Ohio.”

Conduct:

Each staff member shall remain free of any alcohol or non-prescribed controlled substance and abuse of any prescribed controlled substance in the workplace throughout his/her employment with the ESC.

Terms of Employment:

Each staff member shall serve as a role model for students in how to conduct themselves as citizens and as responsible, intelligent human beings. Each staff member has a legal

responsibility to help instill in students the belief in and practice of ethical principles and democratic values.

January 2020