

Licking Heights Local School District
Marketing and Communications Assistant
Job Description

Minimum Qualifications:

Bachelor's degree; supplemented with two (2) years of related experience in Marketing, Communications or Business preferred. Meet all health requirements mandated by law. A clear record as determined by the Ohio Bureau of Criminal Identification and Investigation and the Federal Bureau of Investigation. Possession of a valid motor vehicle license.

Reports to: Director of Director of Development and Fundraising

Salary: \$45,000 in accordance with Ohio Revised Code section 3319.02 for 260 workdays per year.

Additional Qualifications:

- A. Familiarity with local, regional and national leadership.
- B. Proven ability to handle sensitive and confidential issues.
- C. Excellent writing skills.
- D. Superior presentation and analytical skills, plus demonstrated skills to handle a variety of assignments simultaneously.
- E. Ability to work under deadline pressure and extra hours if needed on assignments.
- F. Polished presentation and facilitation skills.
- G. Strong interpersonal/human relations skills.
- H. Established project management skills.
- I. Meet all health requirements mandated by law.
- J. A clear record as determined by the Ohio Bureau of Criminal Identification and Investigation and the Federal Bureau of Investigation.
- K. Possess a valid motor vehicle license.

Job Tasks and Responsibilities:

1. Create and implement a comprehensive marketing plan designed to promote the District to strategic target audiences.
2. Develop and coordinate the materials and publications for the Licking Heights Local District and its numerous activities and initiatives.
3. Ensure that all marketing and communications have a consistent tone and presentation to reach intended audiences.
4. Ensure consistent, high-quality and appropriate delivery of the District's communications.
5. Identify priority audiences for the District's communications.
6. Identify appropriate marketing communication vehicles and means for the District.
7. Strengthen public awareness of the activities and initiatives of the Licking Heights Local School District Board of Education.
8. Conduct district tours for potential families or residents.
9. Receive work assignments from the Superintendent or Director of Development and Fundraising based on current and future needs of the Licking Heights Local School District.
10. Meet with the Superintendent, Director of Development and Fundraising, the District's administration and staff to discuss the District's numerous activities and initiatives.
11. Embrace, affirm and convey the mission and vision of the Licking Heights Local School District Board of Education.
12. Participate in a 24-hour, on-call response service, particularly in emergencies or special circumstances.
13. Attend school activities and community events on a routine basis, some of which occur in the evenings or on weekends. Travel may be required.
14. Assist with the operation of the District's booth or exhibit at trade and community fairs.
15. Other duties as assigned by the Superintendent or Director of Development and Fundraising.

Knowledge, Skills, Abilities and Personal Characteristics:

- Must report misconduct or violations of policy or procedure.
- Must not disrupt the proper functioning of your position or department.
- Must not undermine the authority of coworkers, supervisors or superiors.
- Must maintain close working relationships with coworkers, supervisors and superiors.
- Must ensure that official communications are accurate, demonstrate sound judgment and promote the District's mission.
- Must ensure that all applicable laws and regulations are followed. In the event the employee becomes aware of any non-compliance by the District or other staff, the employee is to report such to his/her immediate supervisor (or the next higher level, if the supervisor is responsible for the problem) and maintain the confidentiality of the report so the problem can be appropriately investigated and corrected in the best interest of the District.
- The employee shall remain free of any alcohol or nonprescription controlled substance abuse in the workplace throughout his/her employment in the Licking Heights Local District.
- Must serve as a role model for students in how to conduct themselves as citizens and as responsible, intelligent human beings.
- Must instill in students the belief in and practice of ethical principles and democratic values.

WORK ENVIRONMENT CHARACTERISTIC CONDITIONS:

The work environment characteristics, describe here, are not listed in order of importance, and are representative of those an employee encounters while completing the duties and responsibilities of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the responsibilities. The information contained in this job description is for compliance with the American with Disabilities Act (A.D.A.) and is not an exhaustive list of the duties performed for this position.

- Frequent work that may extend beyond the normal workday
- Occasional exposure to blood, bodily fluids and tissue
- Occasional operation of a vehicle under inclement weather conditions
- Occasional interaction among unruly children/adults
- Many situations that require hand motion, e.g., computer keyboard, typing and writing
- Consistent requirements to sit, stand, walk, hear, see, read and speak, reach, stretch with hands and arms, crouch, kneel and climb and stoop
- Consistent requirements to lift, carry, push and pull various supplies and/or equipment up to a maximum of 50 pounds

Evaluation: Performance of these responsibilities will be evaluated annually by the Director of Development and Fundraising.

Approved: