Canadian Valley Technology Center
Phone: (405) 262-2629

Position Announcement

Job Title
Director of Marketing and Communications

Location
Canadian Valley Technology Center
District Position Housed at El Reno

Qualifications
A minimum of a Bachelor's Degree in marketing, public relations or a related field from an accredited institution of higher education is required. A minimum of two years of work/internship experience in marketing and communication is required. Experience in market research, planning, and implementation is required. Professional experience in education highly desirable. Preference may be given to supervisory experience, APR certification or Master’s Degree.

Major Job Responsibilities
Responsible for development and implementation of school district marketing plan, strategies and budget. Serves as an advisor to the Superintendent and Leadership Team. Assists in the development of school district strategic initiatives; develops positive relationships with local media, stakeholders and staff. Supervises and manages the marketing and communications staff.

Salary Range
$73,468 annually; 12 month position; Benefits: District paid health, dental and vision, retirement and more.

Deadline for Application & Resume
Until successful applicant is hired.

For complete job description & application please go to www.cvtech.edu/employment-opportunities or call Courtney Aguilar at (405) 422-2215 for more information.

Affirmative Action/
Equal Opportunity Employer

Federal and state law prohibit discrimination in employment practices based on race, creed, color, national origin, ancestry, sex, age, marital status, veteran status, or disability.
Job Description

Job Title: DIRECTOR OF MARKETING AND COMMUNICATIONS
Reports To: Superintendent
Location: El Reno
FLSA Status: 12 Months/Full Time/Exempt/Index Scale
Prepared By: Dr. Greg Winters
Prepared Date: 4/21/15

SUMMARY
Responsible for development and implementation of school district marketing plan, strategies and budget. Serves as an advisor to the Superintendent and Leadership Team. Assists in the development of school district strategic initiatives; develops positive relationships with local media, stakeholders and staff. Supervises and manages the marketing and communications staff.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. Other duties may be assigned.

1. Provides counsel to the Superintendent Leadership Team and staff, regarding public relations, marketing, communications and issues management. Maintains proactive relationship with local media outlets.
2. Provides managerial direction for the marketing and communications staff to include daily supervision, guidance and support for strategic and operational planning. Responsible for decision-making and professional development of staff.
3. Manages marketing budget and projects in a timely manner to ensure quality and provide the optimum return on investment.
4. Leads in the development of integrated marketing and communications plans and strategy implementation for the school district.
5. Conducts formal and informal research to use as a basis for plans and actions.
6. Oversees the school district's formal communication plans and processes for internal and external customers.
7. Supervises the development and implementation of the school district's media relations and crisis communications plan.
8. Works cooperatively to build positive relationships with local media, state and local officials, stakeholders, and statewide marketing associations.
9. Provides relevant public relations and marketing training to school district staff as needed.
10. Participates in the planning and development of new products and services.
11. Oversees the planning and coordination of school district special events.

QUALIFICATIONS, EDUCATION and/or EXPERIENCE
A minimum of a Bachelor's Degree in marketing, public relations or a related field from an accredited institution of higher education is required. A minimum of two years of work/internship experience in marketing and communication is required. Experience in market research, planning, and implementation is required. Professional experience in education highly desirable. Preference may be given to supervisory experience, APR certification or Master’s Degree.

ORGANIZATIONAL RELATIONSHIP
Management position reporting to the Superintendent. This position is an integral part of the Leadership Team and will work in close association with the Superintendent and school district staff.
PHYSICAL DEMANDS
The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to sit; use hands to finger, handle, or feel; reach with hands and arms; and talk and hear. The employee is occasionally required to walk; climb or balance; stoop, kneel, crouch, or crawl; and taste or smell. The employee must frequently lift and/or move up to 10 pounds and occasionally lift and/or move up to 50 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and ability to adjust focus.

WORK ENVIRONMENT
The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee occasionally works near moving mechanical parts and in outside weather conditions. The noise level in the work environment is usually moderate.