

Argyle ISD

Job Title: Communications & Marketing Coordinator

Exemption Status/Test: Exempt

Reports to: Director of Communications **Date Revised:** June 15, 2022

Dept./School: Argyle ISD Central Administration

Primary Purpose:

To support the district's Communications & Marketing Department mission and vision of engagement through effective communications and marketing to external and internal stakeholders. The department oversees district communications and marketing through the use of various platforms and community programs. The Communications & Marketing Coordinator will be responsible for assisting in the management of the district's communications tools, district events and the Eagle Partners program.

Qualifications:

Education/Certification:

Bachelor's degree from accredited university

Special Knowledge/Skills:

- Writing, storytelling, proofreading and editing
- Strong organizational, communication and interpersonal skills
- Knowledge of social media platforms and postings
- Photography preferred
- Ability to initiate and manage projects
- Event coordination and management
- Ability to manage website communications
- Ability to interpret data
- Ability to work with businesses and community partners
- Graphic design preferred
- Work effectively under deadlines

Experience:

3 years of experience in journalism or communications

Major Responsibilities and Duties:

- Oversee Eagle Partners Program
- Work with Campus Communicators in providing effective communications in promoting school and district news.
- Assist with management of district and campus websites
- Writing, proofreading and editing (digital & print)
- Photography at district & campus events
- Social media management & posting
- Assist with coordinating district & campus events

Argyle ISD

- Other duties as assigned

Supervisory Responsibilities:

None at this time.

Mental Demands/Physical Demands/ Environmental Demands:

Tools/Equipment Used: Standard office equipment including personal computer and peripherals

Posture: Prolonged sitting. Occasional bending/stooping, pushing/pulling, and twisting

Motion: Repetitive hand motions including frequent keyboarding and use of mouse. Occasional reaching

Lifting: Occasional light lifting and carrying (less than 15 pounds)

Environment: May work prolonged or irregular hours

Mental Demands: Work with frequent interruptions, maintain emotional control under stress

This document describes the general purpose and responsibilities assigned to this job and is not an exhaustive list of all responsibilities and duties that may be assigned or skills that may be required.

Reviewed by _____

Date _____

Received by _____

Date _____