

**JOB TITLE: Marketing Generalist**

**HOURS: Part-Time 30 hours -Monday-Friday, some evenings and weekends required**

**REPORTS TO: Director of Operations**

**JOB SUMMARY**

The Marketing Specialist creates the strategy and leads *Orange County Educational Arts Academy* internal and external communication efforts by creating consistent and periodic publications to inform the stakeholders and community of events and activities; helps to promote and market the school through, social media and other communications platforms.

**DUTIES AND ESSENTIAL JOB FUNCTIONS**

Duties of this position include but are not limited to:

**Communications:**

1. Create, develop and implement a marketing and communication plan that details efforts and activities that will be calendared and employed throughout the year to communicate information both internally and externally that informs and promotes the school.
2. Create campaign ideas that engage internal audiences and create unity within the community. Also that creates interest in OCEAA within the community at large.
3. Streamline marketing processes at OCEAA and ensure all communications are consistent and true to OCEAA's style and tone.
4. Write engaging and thought provoking content on a daily basis geared toward OCEAA's key audiences, including staff, existing and potential parents, the community, donors and the media.
5. Create professional marketing materials, such as flyers, banners, advertising, and brochures.
6. Write and coordinate articles from staff and design bi-monthly newsletters.
7. Prepare periodic press releases and distribute and contact the media.
8. Write memos, internal newsletters and other communications, as directed, that informs staff, parents and community of news, events, policies, etc.
9. Develop Promotional or Event Videos for OCEAA
10. Attend Board Meetings periodically and provide a timely recap of the meeting to staff and parents as approved by the Board.
11. Manage website, including content development, an activities calendar and routine media postings.
12. Photograph or find photographer for OCEAA events on and off campus to be used to enhance publicity.
13. Coordinate grant writing process, edit and at times write copy for grants. Ensure grants use language and tone established for OCEAA.
14. Help to coordinate campus tours for donors or potential community partners.
15. On occasion, represent OCEAA at community events.
16. Other duties as assigned.

**REQUIRED OR DESIRABLE QUALIFICATIONS:**

1. Bachelor's Degree or equivalent experience in communications, marketing, journalism, public relations or related field.
2. At least 1 year of experience in communications and/or development.
3. Bilingual/Bi-literate in Spanish.
4. Strong writing, verbal and listening skills.
5. Ability to read and comprehend instructions and work-related documents
6. Competency and familiarity with various computer software designed for use in publicity and marketing.
7. A valid First Aid certificate issued by the American Red Cross, which includes CPR training

Board Adopted on: 1/11/17

- 8. Current Tuberculosis Test.
- 9. Ability to work with children and the adult public under different circumstance in a professional and respectful manner.
- 10. Flexibility to attend required/mandatory meetings.
- 11. Ability to sit, stand, climb stairs, lifting up to 25 lbs., bend, pull, push, carry, walk and operate equipment

**EVALUATION:** Performance of this job will be evaluated in accordance with provisions of the Board’s policy on evaluation of personnel.

**EMPLOYEE ACKNOWLEDGEMENT:**

**I acknowledge that I have received and read my Job Description. I further understand that my job or position may change at any time with or without an updated job description and additional instructions from my supervisor/manager may substitute for an updated description. I further acknowledge that questions about my job, job description or job performance should be directed to my supervisor/manager or the Human Resource Department.**

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**Employee Name (Please Print)**

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**Employee Signature**

\_\_\_\_\_  
**Date**

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**Supervisor Name (Please Print)**

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**Supervisor Signature**

\_\_\_\_\_  
**Date**