

**CENTRAL TECHNOLOGY CENTER, SCHOOL DISTRICT NO. 3**

**DRUMRIGHT CAMPUS  
JOB DESCRIPTION**

<b>POSITION:</b>	Marketing Coordinator
<b>PERSONNEL CLASSIFICATION:</b>	Professional Support Staff (12-month contract)
<b>HOURS:</b>	8:00 a.m. to 4:30 p.m.
<b>RESPONSIBLE TO:</b>	Marketing & Communications Director
<b>EDUCATION:</b>	Bachelor's degree in marketing, advertising, communications, or related field
<b>EXPERIENCE:</b>	Minimum of five (5) years of experience in marketing, advertising, or public relations field related to the duties and responsibilities specified
<b>QUALIFICATIONS:</b>	Must demonstrate creativity and originality through professional portfolio featuring proficiency in visual design concepts, marketing concepts, copywriting, and project coordination. Proven ability to meet deadlines and use of data to drive decision.
<b>SKILLS:</b>	<p>Self-motivation, demonstrates initiative, integrity, and utilizes new technology.</p> <p>Excellent communicator and creative thinker, with an ability to use data to inform all decisions.</p> <p>A dual-minded approach: highly creative intertwined with process- and data-driven for decision making.</p> <p>Proficiency in web analytics software and keyword tools. Thorough knowledge of search ranking and optimization factors and key algorithm updates. Experience with data-driven SEO analysis and optimization.</p> <p>Past experience producing content for the web.</p> <p>Excellent written and oral communication skills.</p> <p>In-depth knowledge of the various paid marketing channels and technologies, including paid search (Google AdWords), retargeting, social network advertising (Facebook, Twitter, LinkedIn, Pinterest, and more), and display advertising.</p> <p>Active and well-rounded personal presence in social media, with a command of each network and their best practices.</p> <p>Proficiency in using social media software (ex. HubSpot's Social Inbox) to monitor social media conversations.</p> <p>Proficiency in email marketing and marketing automation in order to generate traffic, convert visitors into leads, and then nurture them into converted customers.</p>

Highly analytical and able to derive meaning from data through A/B testing and email optimization.

Past experience building audiences either online or offline.

Excellent communicator with the ability to sell and convince. Manage relationships with vendors and ensure we get the most efficient cost possible.

Experience handling marketing budgets and forecasting/reporting results.

Problem solving abilities pertaining to improvement of our site's experience and drive action.

Personal interest in staying up-to-date on the latest trends, including agile methodology and emerging best practices in the marketing community.

Proficiency with Adobe Creative Suite (particularly Photoshop and InDesign).

Experience and skills to include: HTML/CSS

**DEPENDABILITY:**

Regular attendance following a designated work schedule. Must be able to work extended hours and additional days/evenings as required by position responsibilities. Must be able to attend and participate in district and state meetings/conferences as scheduled.

**PHYSICAL STANDARDS:**

Ability to read and comprehend a variety of written documents, regulations, and reference materials. Ability to meet and confer with individuals and groups concerning a variety of subjects including confidential matters. Ability to perform under stress when confronted with emergency, critical, or unusual situation. Must possess and maintain a valid Oklahoma driver's license in order to travel to job sites and meetings. Requires loading, transporting, lifting and handling of a variety of materials and equipment. Good eyesight to process digital images.

**EMOTIONAL EFFORT:**

Moderate to extreme. Ability to work under stress and use positive interpersonal skills.

**OTHER STANDARDS:**

Ability to project and maintain a positive and professional image through participation in staff meetings, in-service education, and selected professional development activities. Must uphold the policies and procedures of the Central Tech Board of Education.

**JOB FUNCTION/  
DUTIES:**

Web & SEO Management

- Develop and implement front-end web code and design standards for writing clean, semantic code.
- Wireframe and mockup revamped or brand new site pages and present to marketing director.
- Collaborate with marketing teammates and other project stakeholders.
- Create and optimize our web project management, hitting all deadlines and improving efficiency while maintaining the highest standards of quality web development.
- Ensure state, federal, ADA compliance is met while optimizing for SEO.

- Proactively scope and present new ideas to improve our website experience for prospects, leads, and customers.
- Manage both on-page SEO and off-page SEO for the school.
- Collaborate with marketing director to create high-quality content around important, relevant terms and keywords.
- Manage and improve organic search engine performance and goal-setting based on click-through rates, traffic, conversions, and other analytics.
- Stay up-to-date with the latest trends and changes with SEO and major search engines.

#### Inbound, Content, & Paid Marketing

- Grow new leads, including marketing-qualified leads, by converting site traffic through calls-to-action, landing pages, and lead generation content (including offers).
- Optimize our marketing automation and lead nurturing processes through email, content, and social channels.
- Establish closed-loop analytics with enrollment to understand how our inbound marketing activity turns into customers, and continually refine our process to convert customers.
- Grow our subscriber base by providing them with regular, helpful content that's aligned with their needs and interests.
- Collaborate with internal and external influencers and industry experts to produce relevant content that meets the needs of both key stakeholders and our audience.
- Convince others that your creative ideas are worth their investment of time and effort. This role is at the core of the marketing team, and others will rely on your work every single day.
- Manage the strategy and setup of all paid campaigns.
- Measure and optimize our paid marketing using vendor-specific dashboards, Google Analytics, and marketing analytics reports.
- Research and test partnerships with new vendors to expand our reach and/or lower our cost-per-acquisition.
- Collaborate with marketing teammates to maintain a consistent brand voice and message across all paid programs.
- Craft landing pages and lead generation forms for our content to distribute through relevant paid programs.
- Stay up-to-date with digital marketing trends and potential new channels and strategies to keep us ahead, including updates to social media marketing, attribution, and programmatic media buying.

#### Email Marketing

- Grow our email list organically, not through bought or rented lists.
- Manage various email campaigns, including the template designs, calls-to-action, and content used in our email sends.
- Segment lists based on behaviors like past email engagement and website interactions (content downloads, site page visits, etc.).
- Measure results and optimize the lead nurturing workflows for these segments to convert leads into customers.
- Work to minimize list decay and unsubscribes while increasing the productivity of our email sends.
- Develop documentation and road maps for processes, A/B tests, and promotions that succeed through email.

#### Social Media/community

- Build and manage the company's social media profiles and presence, including Facebook, Twitter, LinkedIn, and additional channels that may be deemed relevant.
- Create shareable content appropriate for specific networks to spread both our brand and content.
- Monitor and engage in relevant social discussions about our company, competitors, and/or industry, both from existing leads and customers as well as from brand new audiences.
- Run regular social promotions and campaigns and track their success (e.g., Twitter chats, LinkedIn discussions, etc.).
- Work alongside other marketers to help distribute content that educates and entertains our audience and supports marketing goals.
- Drive consistent, relevant traffic and leads from our social network presence.

- Explore new ways to engage and identify new social networks to reach our target buyers.
- Track, measure, and analyze all initiatives to report on social media ROI.
- Other duties as assigned.

We are looking for an amazing, data-driven marketing professional to own the majority of the marketing funnel for our school. You will be in charge of attracting site traffic and converting that traffic into new leads.

Expertise in building, managing, and updating websites through WordPress is essential. You are expected to follow and meet state, federal, and ADA requirements. You will be responsible for identifying and executing SEO best practices to improve our search rank for key terms.

You will oversee our social media accounts by implementing strategies and tactics that grow our followers, engage and retain them, and help convert them into leads, producing customers, active fans, and promoters of Central Tech. You should have command of best practices and trends in social media marketing, enjoy being creative, and understand how to both build and convert a digital audience.

You will work alongside the marketing director on all external, online acquisition campaigns to include managing the strategy, execution, and optimization across channels.

You will be working in a fast-paced environment managing multiple projects at once. This role requires a high level of creativity, attention to detail, and project management skills. You will be charged with crafting the strategy around the messaging and marketing for new campaign launches. You will also conduct complex data analyses that will be used to inform strategic decisions by stakeholders from across the district. Strong problem-solving and critical thinking skills are a must, as well as being deadline- and detail oriented.