



Board of Education of the City of St. Louis
CAREER OPPORTUNITY

Position Title:	Brand Strategies Manager and Webmaster
Reports to:	12 Month
Job #:	8986
Payroll/Personnel Type:	Director of Communications
Shift Length:	8 Hours a day
Union Eligibility:	Not Eligible

Position Summary:

Develop and implement various marketing strategies to sustain and strengthen the District brand and support the District’s vision, goals and strategic plan. Assist communications team with external communications, media relations and the writing/editing of districtwide publications.

The Webmaster position is responsible for every aspect of the SLPS website and back-end system and serves as the liaison between SLPS and the website provider and the Public Information Office and schools, each of which as a web page. This position reports directly to the Director of Communications.

Essential Functions:

Marketing/Advertising:

- Determine advertising needs for the District
- Work with SLPS departments, e.g., Early Childhood Education
- Develop, execute and manage a strategic marketing plan for the District
- Human Resources, Student Recruitment, along with the media buyer to purchase advertising that aligns with the District’s marketing strategy
- Identify, prioritize and communicate key marketing opportunities that enhance the District’s brand image and generate community awareness
- Manage all District social media platforms: Twitter, Facebook, Instagram and LinkedIn • Work with media buyer to purchase advertising for District campaigns
- Coordinate with graphic designer and videographer to develop marketing and advertising materials
- Analyze marketing and competitive data
- Study demographic data and student enrollment profile to identify target audiences
- Track, measure and report results of marketing campaigns

Media Relations:

- Assist with public information requests and media inquiries
- Track media coverage and public opinion of SLPS and its campaigns
- Write and edit press releases, media advisories, promotional literature, website postings newsletters, fact sheets, brochures, presentations and marketing projects
- Serve as a District representative and media relations coordinator at events

Webmaster:



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- Oversee website content maintenance and contribute to site development by creating new and updated content for existing web pages, ensuring consistency with the look and feel of SLPS
- Serve as direct support for all SLPS school websites and provide training to school and District staff on editing of individual school and/or department website sections and pages
- Enhance site functionality ensuring overall website quality; collaborate cross functionally to produce web pages consistent with education industry standards
- Responsible for website development and ongoing management, including but not limited to quality control of all new pages and features and functionality including search engine optimization
- Provide HTML production and graphics support for various project and campaigns
- Act as project manager for website and marketing projects
- Develop project milestones, deadlines, and tracking program
- Track and analyze website statistics for reporting and review of efficacy
- Serve as main contact for parents and community members searching for District Information
- Keep current with industry standards for website content, design and software
- Performs other duties as assigned

Knowledge, Skills, and Abilities:

- Significant writing, marketing and publication experience
- Ability to work in a collaborative setting with a broad variety of internal and external clients and external community clients
- Ability to think logically, collect data, establish facts and draw valid conclusions
- Excellent writing, communicating and interpersonal skills
- Knowledge of developing communication strategies including web and social media
- Ability to manage multiple tasks and prioritize work effectively
- Creative, adaptable and able to grasp concepts quickly
- Demonstrated experience in working on deadline
- Hands-on experience with at least one of the following: video production, photography, graphic design
- High-energy and innovative
- Expertise in Adobe Creative Suite (Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Adobe Acrobat)
- Proven website management experience
- The ability to manage many facets of web design, development and maintenance
- Design concise and professional graphics and navigation
- Professional presence and demeanor
- A team player with excellent interpersonal skills; someone who knows how to communicate the appropriate level of information to keep all key players in the loop on critical issues

Experience:

- Minimum 3 to 5 years of experience in marketing, media relations and web design

