

MARKETING, BRAND & COMMUNICATION SPECIALIST

DISTINGUISHING FEATURES OF THE CLASS: The work involves tasks related to corporate branding, communication and public image strategy of the Board of Cooperative Educational Services (BOCES) and/or a school district. Employees of this class will coordinate with various Administrators to identify current marketing and communication trends and develop plans to promote BOCES or a school district's programming. Duties are typically performed under the direct supervision of the Marketing, Brand & Communication Coordinator or higher level school administration. Supervision of the work of others is not a responsibility of this class. A Marketing, Brand & Communication Specialist does related work as required.

TYPICAL WORK ACTIVITIES:

- Execute special promotional campaigns, programs and services for a school district or BOCES;
- Develop and distribute internal/external communications;
- Develop, publish or assist with Social Media platform messaging;
- Assist with grant writing narratives, communications and management;
- Develop content for school publications;
- Live stream/broadcast district events (e.g. varsity athletic contests, concerts);
- Create content for school publications (e.g. Public Budget Presentation);
- Complete personnel postings and notices on various platforms;
- May act as school and/or BOCES spokesperson for media releases;
- May assist with recruitment efforts of a school district.

FULL PERFORMANCE KNOWLEDGES, SKILLS, ABILITIES, AND PERSONAL

CHARACTERISTICS: Good knowledge of modern principles and practices of public relations; good knowledge of modern principles and practices of branding; good knowledge of modern principles and practices of marketing; ability to plan, coordinate, and supervise a wide variety of promotional activities; ability to present information to the public; ability to prepare complex written and oral reports clearly and concisely; ingenuity and resourcefulness in solving administrative problems; determined interest in maintaining a high standard of professional ethics; superior judgement.

MINIMUM QUALIFICATIONS: Either:

A) Possession of a Bachelor's Degree in Business Administration, Fine Arts and/or Graphic Design, Journalism, Marketing, Public Administration or a closely related field and one (1) years of experience in graphic design, public administration, journalism, marketing or business administration; OR

B) Possession of an associate degree in Business Administration, Fine Arts and/or Graphic Design, Journalism, Marketing, Public Administration or a closely related field and three (3) years of experience in graphic design, public administration, journalism, marketing or business administration; OR

C) An equivalent combination of training and experience as indicated in (A) or (B).

Note: Possession of a Master's Degree in Business Administration, Fine Arts and/or Graphic Design, Journalism, Marketing or Public Administration may be used to replace experience requirements as listed in (A).

NOTE: Your degree must have been awarded by a college or university accredited by a regional, national, or specialized agency recognized as an accrediting agency by the U.S. Department of Education/U.S. Secretary of Education. If your degree was awarded by an educational institution outside the United States and its territories, you must provide independent verification of equivalency. A list of acceptable companies who provide this service can be found on the New York State Civil Service website. You must pay the required evaluation fee.

SPECIAL REQUIREMENT FOR APPOINTMENT IN SCHOOL DISTRICTS / BOCES:

Per regulations of the Commissioner of Education, to be employed in a position designated by a school district or BOCES as involving direct contact with students, a clearance for employment from the State Education Department is required.

CATTARAUGUS COUNTY CIVIL SERVICE

Revised: 5/9/2024