



Job Description

Job Title: Supervisor of Marketing

Supervisor: Executive Director, Public Information & Community Involvement

Position Code:

Pay Grade: 46

Job Classification: Exempt

Contract Length: 245 Days

Job Summary

The Marketing Supervisor is responsible for leading the strategic development and execution of the school division's brand and marketing initiatives. This position oversees the creation and implementation of brand standards and marketing campaigns that promote the division's mission, values, and achievements. The Marketing Supervisor ensures a consistent and positive public image through cohesive branding across all platforms, including digital media, print materials, signage, and events. This role works closely with leadership, schools, and departments to build a strong, unified identity that resonates with students, families, staff, and the broader community.

Essential Duties

1. Develops and maintains the division's overall brand strategy, ensuring alignment with its mission, vision, and values.
2. Creates, updates, and enforces brand guidelines, including visual identity, messaging tone, and application across all platforms.
3. Guides the integration of the brand into all levels of the organization, including signage, school-level materials, presentations, and public-facing content.
4. Designs and implements division-wide marketing campaigns that promote programs, initiatives, and accomplishments.
5. Guides production of branded materials including brochures, advertisements, videos, promotional items, and digital content.
6. Coordinates marketing priorities in collaboration with leadership and school-based teams.
7. Manages the visual representation of the brand across digital platforms, including the website, social media, and multimedia channels.
8. Ensures consistency in branding, messaging, and design across all digital and print assets.
9. Partners with graphic designers, content creators, and external vendors as needed.
10. Supports initiatives that enhance public awareness and understanding of the division's work and achievements, including promotional events in the community.
11. Identifies opportunities to highlight student, staff, and school success stories.
12. Oversees promotional aspects of events, campaigns, and community outreach efforts.
13. Collaborates with internal departments to ensure alignment of materials and messaging with brand standards.
14. Provides training and support to staff on the proper use of brand elements and communications tools.
15. Tracks and analyzes performance metrics related to brand engagement and marketing effectiveness.
16. Uses data insights to refine strategies and improve impact.

(These are intended only as illustrations of the various types of work performed. The omission of specific duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.)

Other Duties

1. Attends meetings of the school board and prepares such reports for the board as requested.

2. Assists the Superintendent with special projects as requested.
3. Performs any other related duties as assigned by the Superintendent or immediate supervisor.

Job Specifications

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities, who are otherwise qualified, to perform the essential functions.

Minimum Qualifications (Knowledge, Skills and/or Abilities) Bachelor's degree in marketing, communications, public relations, or a related field required (Master's degree preferred). Minimum of 3–5 years of professional experience in marketing, branding, or communications, preferably in an educational or public sector environment. Proven experience developing and managing brand strategy across multiple platforms. Strong writing, editing, and storytelling skills with an eye for detail and audience engagement. Proficiency in digital marketing tools, website content management systems, and social media platforms. Experience in media relations, crisis communication, and public information strategy. Ability to work collaboratively with a wide range of stakeholders, including leadership, staff, parents, and community partners. Strong project management and organizational skills, with the ability to manage multiple priorities and deadlines. Demonstrated creativity, initiative, and sound judgment. Familiarity with graphic design tools (e.g., Adobe Creative Suite or Canva) is a plus.

Working Conditions

Duties are performed in an office environment and at community events with no unusual physical demands. The physical requirements described herein are representative of those which must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities, who are otherwise qualified, to perform the essential functions.

Supervision Exercised: Assigned Staff

Supervision Received: Executive Director, Public Information & Community Involvement

This job description in no way states or implies that these are the only duties to be performed by this employee. The Supervisor of Marketing will be required to follow any other instructions and to perform any other related duties as assigned by the Executive Director of Public Information & Community Involvement or appropriate administrator. Newport News Public Schools reserves the right to update, revise or change this job description and related duties at any time.

Approvals:

Supervisor _____ Date _____

I acknowledge that I have received and read this job description.

Employee Name (Print) _____ Signature _____ Date _____