

## ADULT & COMMUNITY EDUCATION (ACE) MARKETING SPECIALIST II

### Definition

Performs the full range of professional duties required to support the strategic marketing and development plan for the Office of Adult and Community Education (ACE); and performs related duties as required or assigned.

### Typical Tasks (illustrative only)

Researches and interprets demographic data to target varied audiences and to market ACE services; designs the marketing support system that serves the enterprise, self-supporting functions of ACE as well as the adult program grants, appropriations functions, and the K-12 standard functions; identifies marketing, promotion, and advertising needs of the various ACE programs through ongoing planning with ACE program managers; provides information to the director and ACE leadership team needed to determine priorities and to develop the ACE calendar of coordinated marketing strategies; establishes ACE standards of excellence and provides training for all sections in using print, electronic and graphic media; reviews or prepares and distributes press materials, including releases, calendars, newsletters, articles, fliers, etc. on planned schedule; services as the liaison with the Office of Communications to arrange appropriate press conferences and develop messages that address large audiences; directs the implementation of ACE special promotional events; develops customer response analyses to monitor quality control of marketing functions and make necessary modifications; communicates information about sources of federal, state, and local mandates governing facilities and finance-related support programs; responsible for recommending the marketing budget and assisting the director with monitoring its implementation; supervises ACE grants, alumni activities, and fund-raising efforts; and provides management training.

### Supervision Received/Given

Receives general supervision from a director. May supervise lower-graded employees, as assigned. May provide guidance and assistance to full-, part-time, and/or hourly employees, as required.

### Education/Experience/Skills

Any combination of education and experience equivalent to a bachelor's degree in business or marketing, plus five years of progressively more responsible experience in marketing. Knowledge of the theories, practices and procedures associated with marketing; comprehensive knowledge of adult and K-12 school support programs; knowledge of the media; can demonstrate the ability to promote a positive image of ACE; artistic and technological ability to conceptualize design and produce marketing materials; knowledge of ACE programs, community groups, and supporting membership organizations; familiarity with governmental and private resources available through grants or fund raising efforts; understanding of the logistics and expected benefits of major marketing efforts such as advertising campaigns and bulk mailings; extensive knowledge of technology application, media production, and financial support systems; familiarity with business processes and best practices for good customer service; knowledge of program needs, legal issues, school system regulations, and the ACE mission; leadership and management skills; ability to analyze trends, plan, and evaluate programs; ability to perform a variety of review, administrative, and logistical activities involved in overall planning for ACE marketing; good human relations skills; and ability to communicate, effectively both orally and in writing.