

ADULT & COMMUNITY EDUCATION (ACE) MARKETING SPECIALIST I

Definition

Performs a variety of professional duties 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)

Assists with the development and implementation of the ACE advertising plan; conducts research and analysis to determine effectiveness of marketing plans; assists with identifying new marketing opportunities and implementing related initiatives; conducts research to compile Fairfax County demographic information; tracks effectiveness of marketing initiatives; identifies market segments for general and specific ACE programs; develops and implements strategic direct mail campaigns; oversees ACE participation in periodic and annual events, exhibits, expos, symposiums, and community festivals; communicates information regarding ACE programs to radio, television, print, and other media contacts; coordinates activities with multiple vendors and media outlets to implement approved marketing plan; and collaborates with various Fairfax County Public Schools offices to produce ACE communication materials.

Supervision Received/Given

Receives general supervision from a specialist or coordinator. 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 experience and education equivalent to a bachelor's degree in business or marketing, plus two years of progressively more responsible experience in marketing. Knowledge of adult and K-12 school support programs; knowledge of the media; knowledge of the theory, practices, and procedures associated with marketing; ability to apply principles of product branding; knowledge of the educational market, consumers, adult learners, ACE programs, and community groups; ability to use technology to market programs; ability to develop and maintain successful cooperative relationships; and ability to communicate effectively, both orally and in writing.



Revised: July 2004