

PINELLAS COUNTY SCHOOL DISTRICT, FLORIDA

PCSB: 6612
Pay Grade: E05

FLSA: Exempt

MANAGER, MARKETING AND STRATEGIC COMMUNICATIONS
REPORTS TO: Director, Strategic Communications
SUPERVISES: Professional/Technical/Supervisory Staff
QUALIFICATIONS: Bachelor's degree from an accredited college or university in Marketing, Advertising, Journalism, Mass Communications, Public Relations, or related field. Demonstrated ability in oral and written communication, including the ability to tailor messages to a variety of audiences. Must possess strong organizational, leadership, and analytical skills and be able to work both independently and collaboratively in a fast-paced environment.
PREFERRED: Five (5) years of professional experience in marketing, communications, or a related field, with at least one (1) year in a supervisory or leadership role. Experience in the public sector, education, or nonprofit environments.
MAJOR FUNCTION
The Manager, Marketing and Strategic Communications is responsible for planning, developing, implementing, and evaluating comprehensive marketing and communication strategies that support the district's goals and strategic initiatives. This position oversees the daily operations of the district's marketing, social media, and digital communications functions, while also providing leadership and direction to the strategic communications team.
ESSENTIAL RESPONSIBILITIES
<ul style="list-style-type: none"> Leads the development and implementation of districtwide marketing and communications plans in alignment with strategic priorities. Supervises and supports the Social Media Coordinator, including guidance, professional development, and input on performance evaluations as appropriate, and provides support to the Communications Coordinator and Webmaster. Collaborates closely with the Director, Strategic Communications, to manage internal and external communications and promotional strategies, media relations, and crisis communication responses. Oversees creation and dissemination of marketing content, including print and digital materials, advertisements, newsletters, email, and promotional campaigns. Coordinates and supports multimedia and visual communications, including photography, video, graphics, and branding elements. Develops and evaluates social media strategies that enhance engagement and promote the district's goals, programs, and achievements. Analyzes communication and marketing data, including website and social media analytics, to assess campaign performance and guide strategic decisions. Serves as a liaison between the strategic communications office and other departments, ensuring alignment and consistency of branding, messages, and outreach efforts. Leads or contributes to initiatives that promote enrollment, community engagement, staff recruitment, and public awareness of district programs and services. Partners with the office of Strategic Planning and Policy to align marketing and communications policies with district objectives. Partners with the office of Strategic Partnerships to align marketing and communication strategies to promote community engagement. Collaborates with the office of Assessment, Accountability, and Research to coordinate and analyze surveys measuring communication effectiveness.

MANAGER, MARKETING AND STRATEGIC COMMUNICATIONS

ESSENTIAL RESPONSIBILITIES (CONTINUED)
<ul style="list-style-type: none">• Assists with media inquiries and supports the Public Information Officer with media relations, school communication support, and event coordination.• Attends district events, news conferences, and School Board meetings as needed.• Ensures that staff in schools and departments receive training and support in branding, marketing, social media, and communication best practices.• Stays informed about current and emerging communication tools, technologies, and marketing trends to advise on their strategic use.• Performs other related duties as assigned.
TERMS OF EMPLOYMENT
<p><i>Salary and benefits will be paid according to the district's approved compensation plan. The district shall establish the length of the work year and hours of employment.</i></p> <p><i>Performance of the job will be evaluated in accordance with the provisions of the School Board's policy on evaluation of personnel.</i></p> <p><i>The above statements are intended to describe the general nature and level of work being performed by employees assigned to this classification. They are not intended to be construed as an exhaustive list of all responsibilities and duties required of those in this classification.</i></p>
HISTORY OF JOB CLASSIFICATION
ISSUED: 07/18/25 MV; BOARD APPROVED: 09/09/25

MANAGER, MARKETING AND STRATEGIC COMMUNICATIONS

WORKING CONDITIONS & PHYSICAL EFFORT:	Seldom Or Never	Monthly	Weekly	Daily	Hourly
1. Lift objects weighing up to 20 pounds			X		
2. Lift objects weighing 21 to 50 pounds	X				
3. Lift objects weighing 51 to 100 pounds	X				
4. Lift objects weighing more than 100 pounds	X				
5. Carry objects weighing up to 20 pounds			X		
6. Carry objects weighing 21 to 50 pounds	X				
7. Carry objects weighing 51 to 100 pounds	X				
8. Carry objects weighing 100 pounds or more	X				
9. Standing up to one hour at a time				X	
10. Standing up to two hours at a time			X		
11. Standing for more than two hours at a time		X			
12. Stooping and bending		X			
13. Ability to reach and grasp objects				X	
14. Manual dexterity or fine motor skills					X
15. Color vision, the ability to identify and distinguish colors				X	
16. Ability to communicate orally					X
17. Ability to hear					X
18. Pushing or pulling carts or other such objects		X			
19. Proofreading and checking documents for accuracy					X
20. Using a computer to enter and transform words or data					X
21. Using various technology tools					X
22. Working in a normal office environment with few physical discomforts					X
23. Working in an area that is somewhat uncomfortable due to drafts, noise, temperature variation, or other conditions	X				
24. Working in an area that is very uncomfortable due to extreme temperature, noise levels, or other conditions	X				
25. Working with equipment or performing procedures where carelessness would probably result in minor cuts, bruises or muscle pulls	X				
26. Operating automobile, vehicle, or van	X				
27. Other physical, mental or visual ability required by the job	X				

Manager, Marketing and Strategic Communications - PTS