

GORHAM SCHOOL DEPARTMENT

TITLE: Marketing Coordinator - Enrichment

QUALIFICATIONS:

1. Possess excellent writing, interpersonal and organizational skills
2. Must be creative, detail oriented and able to work independently
3. Knowledge of marketing venues, including the use of social media

REPORTS TO: Director of Adult Education

JOB GOAL: To promote the services of the Gorham Adult Education Program.

RESPONSIBILITIES:

1. Develops a unified image for Gorham Adult Education.
2. Generates course ideas using a variety of methods including surveying, and research.
3. Develops catalogs for the enrichment program, (includes finding instructors, writing descriptions, scheduling classes, coordinating schedule with Facilities Use Coordinator, preparing instructor contracts, formatting catalog; and working with printer).
4. Preparing monthly newsletter for enrichment customers and other promotional materials and news articles as needed.

WORK YEAR: Twelve-month year. Salary and benefits to be established by the School Committee.

EVALUATION: Performance of this job will be evaluated in accordance with provisions of the School Committee's policy on evaluation.

NOTE: The above job description reflects the general requirements necessary to describe the principle functions or responsibilities of the job identified and shall not be interpreted as a detailed description of all work requirements that may be inherent in the job, either at present or in the future.

January 2012