DUNCANVILLE ISD

Writing success stories, one student at a time.

Job Title:	Coordinator Marketing & Digital Content	**Wage/Hour Status:**	Exempt
Reports to:	Director of Communications	**Pay Grade:**	AM3
Dept./School:	Communications & Public Relations	**Date Revised:**	06/25/2026

Primary Purpose:

Under the direction of the Director of Communications, supports the district's marketing, branding, and communication initiatives through the development of campaigns, social media content, and promotional materials that promote district programs and highlight student and staff success. Designs and manages visual communications for districtwide digital and print media, including graphics, signage, and marketing materials.

Qualifications:

Education/Certification/Experience

- Bachelor's degree required (Journalism, public relations, communications, marketing or other related communications or business field preferred)
- Two to three years of professional experience in marketing and communication (School district, nonprofit, or public sector experience preferred)

Special Knowledge/Skills:

- Understanding of brand marketing
- Demonstrated skills and knowledge in use of digital, web-based and social media marketing
- Demonstrated skills and knowledge in the use of traditional marketing, including print, radio and television
- Demonstrated skills in writing, proofreading, and editing for proper grammar and punctuation
- Experience in developing and promoting brand through storytelling, photography and video production
- Proven work experience researching and writing stories that are compelling and relevant to market
- Demonstrated skills in developing and delivering presentations to small and large groups
- Demonstrated ability to organize, plan, manage and execute special events
- Demonstrated ability to develop, build and manage positive relationships
- Creative skills in message development and PR/marketing campaigns
- Strong organizational, communication, and interpersonal skills
- Ability to work in a fast-paced environment to meet established deadlines while prioritizing and multitasking
- Ability to collaborate effectively with others
- Ability to develop ideas and perform tasks with little or no supervision

Major Responsibilities and Duties:

- Assist the Director of Communications with the planning and execution of strategic, timely and results-driven marketing and communication plans
- Oversees the development and production of promotional marketing campaigns
- Leads marketing events for the district and campuses designed to increase student enrollment
- Plan, organize, manage, and execute special events for the school district
- Develop and execute marketing and advertising programs and contracts, both short- and long-range, to ensure revenue enhancement in accordance with Board Policy
- Assist the Director of Communications by guiding other department employees through special assignments, projects, and presentations, including oversight of the copywriting, design, layout, production, and distribution

of promotional materials and initiatives
- Assist the Director of Communications with meetings, materials, and communications with district officials
- Attend committee meetings and community events as directed
- Ensure all published content meets a high standard of quality, is relevant and useful for the audience
- Collaborate with other department personnel to produce engaging stories and videos
- Create a pipeline of original content and creative campaigns for social media platforms to promote the district's brand
- Collaborate with team to develop informative, engaging, and brand-focused videos
- Maintain a professional level of confidentiality regarding all district matters
- Perform other duties as assigned

Policies, Reports, and Law

- Maintain archive of all district digital assets.
- Compile, maintain, and file all reports, records, and other documents as required.

Other

- Stay current on marketing, communications, and social media trends through professional learning and other methods.
- Follow district safety protocols and emergency procedures.
- Support the goals and objectives of the Communications Department and Duncanville ISD.
- Perform other duties as assigned.

Supervisory Responsibilities:

None.

Mental Demands/Physical Demands/Environmental Factors: Must maintain emotional control and exercise reasoning and problem solving skills while under stress. Must demonstrate ability to communicate effectively (verbal and written). Should be able to interpret procedures and analyze data for decision-making.
Tools/Equipment Used: Standard office equipment including personal computer, laptop, tablet (iPad), copier, printer, and smartphone; digital photography and video equipment; and software applications including photo and video editing software, graphic design software, and desktop publishing tools.
Posture: Prolonged sitting; occasional bending/stooping, pushing/pulling, and twisting
Motion: Repetitive hand motions, frequent keyboarding and use of mouse; occasional reaching
Lifting: Occasional light lifting and carrying (less than 15 pounds)
Environment: May work prolonged or irregular hours; occasional districtwide and statewide travel; Occasional prolonged and irregular hours
Mental Demands: Work with frequent interruptions; maintain emotional control under stress

---

This document describes the general purpose and responsibilities assigned to this job and is not an exhaustive list of all responsibilities and duties that may be assigned or skills that may be required.

This document describes the general purpose and responsibilities assigned to this job and is not an exhaustive list of all responsibilities and duties that may be assigned or skills that may be required.

Employee Print Name_____

Employee Signature Date_____ Date_____