

The **Communications Analyst** reports to the Executive Director of Communications and Marketing. Under general supervision, the Communications Analyst performs professional-level, individual analysis of daily internal and external communications and marketing, including creation, development, execution and distribution. The Communications Analyst's scope of work includes management of social media and website content, analysis of digital marketing initiatives, and digital media coordination. Employee must be able to work independently, have strong organizational/project management skills, and collaborate well with others.

### **Competencies of the Communications Analyst**

- Exceptional written and verbal communications skills – knowledge of AP style
- Strong organizational and time management skills
- Knowledge of relevant federal, state, and local laws, as pertain to public education, media and communication
- Proficiency with various technology systems used for analysis, reporting, and data collections (i.e. Microsoft products, Google Analytics, Google suite, Facebook ads manager and business suite )

### **Essential Duties of the Communications Analyst**

- Create and analyze impact of content on District social media, website and other platforms (print, digital, video)
- Lead work of school staff assigned social media and web duties, set expectations for content and consistency
- Monitor school social media and web pages to identify out-of-date information and check for brand integrity
- Engage with customers on social media and other interactive platforms with professionalism and integrity
- Write newsletters, web content, and other messaging as needed, in collaboration with the Executive and Assistant Directors.
- Assist with development and implementation of marketing campaigns and analyze results
- Assist with placement, tracking and monitoring of paid media (advertising)
- Lead work of school staff assigned to update website calendars, set expectations for event communication
- Analyze social media and website engagement to help support best practices for recruitment/retention
- Regularly visit school sites for event coverage, photography, and other promotional purposes

### **Minimum Qualifications**

Bachelor's Degree in a related field and two years of experience related to area of assignment is required; or, an equivalent combination of education and experience sufficient to successfully perform the essential duties of the job such as those listed above.

### **Preferred Qualifications**

Social media content management and analysis experience preferred, including social media ad buying and campaign performance analysis. Website content management system experience, including basic HTML knowledge, preferred.

### **Licensing/Certification Requirements**

- AZ Driver's License
- AZ Fingerprint Clearance Card

Date Revised

5.25.22