



Loudoun County Public Schools

HUMAN RESOURCES AND TALENT DEVELOPMENT JOB CLASS SPECIFICATION

Certified: 9/24/2026

Content Marketing Specialist

Pay Scale: B

Level: 14

FLSA Status: Exempt

Job Family: Administration

Primary Location: Administration Building

Department Overview

The Department of Communications and Community Engagement (DCE) serves as the voice of Loudoun County Public Schools, advancing the division's mission through strategic communications, marketing, community outreach and family engagement, and public information. DCE provides enterprise-wide leadership in communications, brand management, issues and campaign management, storytelling and marketing strategy, crisis communications and public relations, to strengthen public trust, protect and enhance the LCPS brand, engage employees and families, support student success, and position LCPS as an Employer of Choice. The DCE serves more than 13,500 employees, 80,000 students, and their families across 100+ schools and facilities, providing strategic communications counsel, family and partner engagement directly impacting student outcomes, and timely and accurate information in support of the Superintendent, School Board, Cabinet, division leadership and schools.

Job Overview

The Content Marketing Specialist serves as a key communications liaison to support the division and HRTD's recruitment, marketing, and strategic functions. The Specialist is responsible for a variety of communications functions, to include strategic design and placement of recruitment communications and ads, developing and maintaining communication tools, supporting and promoting job fairs and hiring events through multiple platforms both paid and earned media, creating and distributing high-quality content marketing materials. The Content Marketing Specialist is responsible for analyzing and leveraging analytics in order to make strategic, data-driven marketing and communications recommendations.

Roles and Responsibilities

The following information is intended to describe the overall nature and scope of the work being performed. This is not a comprehensive listing of all responsibilities or tasks; work may differ and other work may be assigned when deemed appropriate.

- Collaborates with HRTD to support the alignment of large scale communication goals, marketing strategies and multi-channel campaign plans for LCPS recruitment activities
- Develops presentations, social media campaigns, news releases, fact sheets, website content, video content and other information sharing tools
- Works with the communications office to support the LCPS brand in publication development
- Builds a strategic sourcing plan for LCPS recruitment in all areas, including researching and building a network of recruiting sources, internal referrals, and other external resources such as social media outlets, websites, industry associations, and print and radio advertisements

- Works in partnership with HRTD to maintain LCPS brand integrity across all recruitment and informational publications
- Creates and coordinates large scale recruitment materials and advertisements tailored to reach a wide range of candidates, in collaboration with vendors and HRTD
- Manages the social media sites and editorial calendar to support LCPS communication
- Analyzes data and leverage analytics to assist in decision making

Qualifications

Below are the minimum qualifications for this job. Equivalent combinations of education and experience may be considered.

Education:

Bachelor's Degree in Communications, Marketing or similar field

Experience:

- Five (5) years of professional experience in marketing or communications
- Experience in managing, developing and executing social media campaigns, both paid and earned
- Experience in planning and managing internal (employee) and external communication programs

Licenses and Certifications:

Knowledge, Skills and Abilities:

- Excellent oral, written and interpersonal communication skills
- Understanding of brand awareness and current marketing strategies and trends
- Demonstrated effective project management skills, from concept and planning through tactical execution and evaluation, including managing the work of various professionals in the development and delivery of publications and web content
- Possesses the professional and personal characteristics necessary for working effectively with school and administrative personnel at multiple levels of the organization, as well as external stakeholders
- Strong writing and graphic design skills
- Knowledge of recruitment and sourcing strategies

Physical Requirements

The following provides a brief description of physical requirements for this job:

While performing the duties of this job, the employee is regularly required to communicate verbally and exchange information with others. The employee must be able to convey detailed or important instructions accurately and effectively. The employee must possess the cognitive abilities necessary to learn, recall, interpret, and apply relevant practices, policies, laws, and procedures. The employee may occasionally be required to exert up to 25 pounds of force and exert negligible amounts of force to lift, carry, push, pull or otherwise move objects.

Equal Opportunity Employment

The Loudoun County School Board seeks to cultivate a high performing team of professionals focused on its mission and goals. The School Board values merit and excellence within its workforce and encourages the highest levels of professionalism for all its employees.

Loudoun County Public Schools

The School Board recognizes and values the diversity of the students and broader community it serves and encourages diversity within its workforce.

The Loudoun County School Board is an Equal Opportunity Employer. The School Board does not discriminate against qualified applicants or employees on the basis of actual or perceived race, national or ethnic origin, ancestry, color, sex, sexual orientation, gender identity, pregnancy, childbirth or related medical conditions, marital status, age, religion, disability, genetic information, veteran status, or any basis protected by law.

ADA Accommodations Disclosure

Under the Americans with Disabilities Act (ADA), Loudoun County Public Schools is required to provide reasonable accommodations to qualified employees with disabilities, unless doing so would pose an undue hardship. Qualified employees are those who possess the necessary education, skills, and experience for the position and who can perform its essential responsibilities, with or without accommodation.

Remote Work Disclosure

The following guidelines apply to positions identified as having the potential for remote work.

Remote work is defined as completing assigned duties and responsibilities at a location other than the employee's assigned duty location. To be eligible for remote work privileges, an employee must demonstrate consistent, positive performance and receive the support and approval of their direct supervisor. Employees approved for remote work must have reliable high-speed internet access and a designated workspace that provides appropriate privacy for completing sensitive and confidential work.

Non-exempt employees working remotely must adhere to their regular scheduled hours and obtain prior approval from their supervisor before working more than eight hours in a day or more than 40 hours in a workweek. Remote work privileges may be amended, modified, or revoked based on employee performance or the operational needs of Loudoun County Public Schools.