



ASSOCIATION OF ALASKA SCHOOL BOARDS JOB DESCRIPTION

Position Title: Marketing & Design Coordinator

Program: Communications

Reports To: Communications Manager

Supervises: N/A

Location: Juneau preferred

Minimum Starting Salary: \$60,000

PTO Tier: 1

FLSA Status: Full-time, Exempt

Revised Date: May 27, 2026

SUMMARY/PRIMARY PURPOSE OF JOB

The Marketing & Design Coordinator supports AASB's branding, marketing, visual communications, and promotional efforts through graphic design, campaign development, and creative content production. This position is responsible for developing visually engaging materials that support AASB programs, services, grant-funded initiatives, and organizational priorities. This position supports marketing campaigns, branding consistency, event promotion, grant communications, sponsorship materials, social media graphics, and organizational design needs. The successful candidate will possess strong graphic design and visual communications skills.

Key Responsibilities

Graphic Design and Visual Communications

- Serve as an in-house graphic design resource for organizational projects, grant initiatives, and special campaigns.
- Coordinate design production timelines and support project workflow management across multiple teams and funding areas.
- Assist with photography, visual storytelling, and multimedia content development as appropriate.
- Support content creation for AASB's website, social media, email communications, and online platforms.

Branding and Marketing

- Develop and implement marketing and promotional materials for AASB programs, services, grant-funded initiatives, and organizational events.
- Design flyers, reports, presentations, signage, social media graphics, and other visual communications.
- Support organization-wide branding and help maintain consistency in visual identity and messaging across programs and initiatives.
- Maintain and organize digital and print communications assets.

Organizational Collaboration

- Collaborate with staff across departments to support design and marketing needs related to programs, services, and organizational priorities.
- Participate in project planning and organizational meetings as appropriate.
- Help identify creative approaches to increase engagement, participation, and visibility across programs and services.
- Support organizational outreach, partnership development, and relationship-building efforts.

Qualifications & Competencies

- **Education:** High school diploma required; Bachelor's degree in relevant field preferred. Relevant experience considered in lieu of a degree.
- **Technical Skills:** Highly proficient in Adobe Creative Suite, Google Workspace, Microsoft Office (Excel, Word, PowerPoint), Apple devices. Experience with Constant Contact, AirTable, and other online collaborative tools is a plus.
- **Knowledge and Skills:** Exceptional communication skills, problem-solving mindset, and ability to manage multiple deadlines in a fast-paced environment. Strong graphic design and visual communication skills. Knowledge of branding, marketing, public outreach, and promotional strategies.
- Awareness and understanding of Alaska and Alaska's education system.

Working Conditions & Physical Demands

Work to be conducted primarily in the Juneau office with some remote office work possible. May need to travel and work weekends a few times per year for trainings/conferences. Some lifting may be required (up to 40 lbs.). Significant time using a computer keyboard and monitor. Occasional prolonged periods of standing and/or walking.

Salary/Benefits

This is a full-time, exempt position. Regular work days are Monday through Friday, 8:00 am to 5:00 pm with a one-hour lunch break. Salary is dependent on experience. A generous leave and benefit package is included.

Application Process

Please submit a resume and cover letter and three professional references to hr@asab.org. The deadline to apply is June 26, 2026.

AASB believes that equal opportunity for all employees is important for the continuing success of our organization. In accordance with state and federal law, AASB will not discriminate against an employee or applicant for employment because of race, creed, gender, sexual orientation, national origin, age, marital status, political or religious beliefs, physical or mental conditions and family, social or cultural background in hiring, promoting, demoting, training, benefits, transfers, layoffs, terminations, recommendations, rates of pay or other forms of compensation. Opportunity is provided to all employees based on experience, qualifications, and job requirements.