



1414 Chase St. Greenville, MI 48838
Tel: (616) 754-3686 • Fax (616) 754-5374
www.gpsjackets.org

Title: Marketing Teacher

Location: Greenville High School

Classification: [Greenville Education Association Master Agreement 2024 - 2027](#)

Reports to: Principal

Schedule: 1.0 FTE

Salary: \$45,571 - \$95,630 per year, based upon relevant prior work experience and education

Benefits: Comprehensive benefits package including medical, vision, dental, LTD, and life

POSITION SUMMARY: The Marketing Teacher will develop and deliver engaging lessons that prepare students for careers in marketing, business, and entrepreneurship.

DUTIES AND RESPONSIBILITIES: *other duties may be assigned*

- Develop and implement lesson plans aligned with state and district standards
- Teach fundamental and advanced marketing concepts, including market research, advertising, digital media, branding, sales strategies, and entrepreneurship
- Integrate hands-on projects, simulations, and real-world case studies to enhance learning
- Prepare students for industry-recognized certifications
- Assess student learning through exams, presentations, projects, and portfolios
- Maintain classroom discipline and promote a positive learning environment
- Communicate regularly with students, parents, and colleagues regarding student progress
- Collaborate with other teachers and staff to enhance student learning and success
- Maintain accurate records of attendance, grades, and other required documentation
- Organize and oversee student participation in DECA or other business-related extracurricular activities
- Collaborate with local businesses and community organizations to provide internship opportunities, guest speakers, and hands-on marketing experiences
- Oversee the daily operations of the school store, The Jacket Market
- Commitment to regular and predictable attendance
- Adherence to Greenville Public Schools core values: integrity, collaboration, compassion, and responsibility

QUALIFICATION REQUIREMENTS:

- Strong classroom management and student engagement skills
- Proficiency in lesson planning and curriculum development
- Ability to differentiate instruction to meet diverse learning needs
- Familiarity with educational technology and online learning platforms
- Excellent communication and collaboration skills with students, parents, and staff
- Satisfactory background check

EDUCATION AND EXPERIENCE:

- Bachelor's degree from an accredited college or university



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LICENSES, REGISTRATIONS, AND CERTIFICATIONS:

- Valid Michigan teaching certificate with business/marketing education endorsement (GM, GH, GX, or GQ)
- CTE certification with business/marketing education CIP code (or willingness to obtain)

PHYSICAL DEMANDS: The employee is regularly required to sit, stand, and walk for extended periods of time. The employee will frequently bend or twist at the neck and trunk. Employees will occasionally kneel, squat, and stoop while interacting with students. Employees will use their hands to handle, control, grasp, move, and feel documents and office equipment. The employee is occasionally required to reach above head and shoulder level. Occasionally required to carry, lift, and move up to 25 pounds and provide proper crisis intervention as needed. In-person work is required.

OTHER SKILLS AND ABILITIES:

- **Communication:** The employee must have clear speaking and sufficient hearing to communicate effectively and appropriately in person and on the telephone. Ability to write business correspondence in a professional manner. Ability to present information to small and large groups.
- **Reasoning:** Ability to apply common sense understanding to solve practical problems and deal with various concrete variables. Ability to interpret various instructions furnished in written, oral, diagram, or schedule form. Ability to use good judgment in making decisions.
- **Interpersonal:** Maintain and encourage a safe environment for all students, staff, and the community. Effective organizational skills. Ability to work without direct supervision. Ability to be flexible in dealing with staff, students, parents, and the community. Demonstrates reliability, punctuality, dependability, honesty, and self-motivation while performing the duties of the position. Exhibits a positive image as a representative of the school district.
- **Mathematics:** Ability to perform basic math computations, including addition, subtraction, multiplication, and division, using whole numbers, common fractions, and decimals.
- **Environmental:** The noise level in the work environment is usually moderate to loud. The employee is exposed to infections at a greater risk than the average person. The employee must be able to work under fluorescent lighting. The employee may be required to be outdoors for a short period of time and is, therefore, subject to varying weather conditions.

The above is intended to describe the general content of and requirements for the performance of this position. It is not to be construed as an exhaustive statement of duties, responsibilities, or requirements. To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. Alternative requirements that may be appropriate and acceptable to the Board of Education may be considered. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The Greenville Public Schools Board of Education does not discriminate on the basis of race, color, national origin, sex (including sexual orientation or gender identity), disability, age, religion, height, weight, marital or family status, military status, ancestry, genetic information, or any other legally protected category, (collectively, "Protected Classes"), in its programs and activities, including employment opportunities.