NEWBURGH
ENLARGED CITY SCHOOL DISTRICT

Dr. Roberto Padilla — **Superintendent of Schools**

Mr. Ed Forgit — Deputy Superintendent
Mr. Michael McLymore — Asst. Superintendent, Human Resources
Ms. Sara Feliz — Asst. Superintendent, Curriculum & Instruction
Mr. Gregory Kern — Asst. Superintendent, Finance

This posting will end at 4:00PM on Tuesday, May 29, 2018

DATE: May 21, 2018

MEMO: TO ALL SCHOOLS-PLEASE POST

FROM: Michael McLymore
Assistant Superintendent of Human Resources

RE: Anticipated Vacancy- Communications Strategist

POSTING NAME: COMM-STR

TITLE: Communications Strategist

QUALIFICATIONS:

1. Bachelor's Degree in Public Relations, or Communications, or Marketing or a comparable field.
2. A minimum of 2 years' experience in Public Relations; preferably in in an educational setting
3. Strong proficiency in the art of storytelling and the writing of compelling, timely articles of relevance to target audiences.
4. Proficient in MS Office; familiarity with design software; familiarity with web design.
5. Thorough understandings of media relations, digital media strategies and industry trends
6. Excellent written and verbal communications skills
7. Strong interpersonal skills
8. Attention to detail; must maintain confidentiality
9. Expertise in the innovative and strategic use of all social media platforms
10. Familiarity with professional photography devices(i.e. Cannon, Nikon)

JOB GOAL: To support and develop strategies in marketing, public relations, and communication on matters pertaining to the district with professional ethics, confidentiality and the law. Manage media relations and serve as the primary spokesperson and news media contact; manage the district's social media content; provide communications and public relations counsel and advice to the superintendent and other school community stakeholders. Provide crisis communications advice and support in school and district emergencies; develop and implement public engagement strategies, when appropriate, to involve the community in decision-making and planning processes.

Interested candidates should have a completed application on file AND submit a letter of interest and resume to:

Office of Human Resources, 124 Grand Street, Newburgh, NY 12550

***PLEASE INCLUDE THE POSTING NAME ON ALL CORRESPONDENCE**