

Newburgh Enlarged City School District
Job Description

TITLE:	Communication Strategist
REPORTS TO:	Superintendent of Schools
QUALIFICATIONS:	<ol style="list-style-type: none"> 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 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.
DUTIES AND RESPONSIBILITIES:	<ol style="list-style-type: none"> 1. Serve as the primary photographer for the District. 2. Responsible for collaborating with the Superintendent on the editorial direction, design, production and distribution of all District publications. 3. Use photography and video software to articulate the District's desired image. 4. Assist in the development of strategic plans for public relations initiatives, marketing communications and media relations to include goals, budget and tactics. 5. Assist in the research for all press releases, community announcements, speeches and presentations 6. Assist in the writing or composition of those items mentioned in number 3 above, or other assignments as designated by the Superintendent, Board of Education, or designee 7. Assist with the collaboration and the support of internal stakeholders to determine new directions for public relations opportunities for the District to consider

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	<ol style="list-style-type: none">8. Assist in the development and implementation of the District's communication plan9. Coordinate multiple activities simultaneously.10. Create and maintain a database of information, community groups, local media and statistics for public relations purposes and tracking purposes.11. Assist the Superintendent with the identification of ideas for stories and news articles; assist with evaluating opportunities for partnerships, sponsorships and advertising.12. Maintains a district calendar of critical public relations events to ensure that all events and programs receive appropriate coverage; assist with the coverage of these events by attending events during the day and some nights and weekends.13. Assists with the preparation, promotion and logistics of District-wide or building level public relations events.14. Assist with the development and implementation of districtwide surveys and assist with the compilation of the survey results15. Assist in maintaining web content and executing social media strategies.16. Assist in managing the District's website and school web pages17. Assists in managing the district's social media sites18. Covers events attended by Board Members and the Superintendent19. Attend and covers community events that promote the district20. Coordinate and assist in training district personnel on effective media, community and public relations practices including branding and marketing school events.21. Other duties as assigned by the Superintendent of Schools or designee.
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