



Job Description

Job Title: Marketing & Community Relations Specialist

Supervisor: Director, Public Information & Community Involvement

Position Code: 4N42

Pay Grade: 40

Job Classification: Exempt

Contract Length: 245 Days

Job Summary

Position is responsible for developing, executing and evaluating a division-wide marketing plan to promote the school division mission and programs; increasing community and internal knowledge and awareness of school division priorities, programs and accomplishments; communicating with target audiences; engaging the community through social media tools including Facebook, Twitter and the website; writing and editing district communications and publications; assisting with developing on-brand messaging; and coordinates special events.

Essential Duties:

1. Develops, executes and evaluates marketing plans to promote the school division's mission and programs, and to increase community and internal knowledge of school division priorities and accomplishments.
2. Plans and executes the school division's advertising and promotion activities.
3. Establishes and maintains relationships with business and community leaders, division staff and students, and the community to build awareness and support for school division initiatives and programs.
4. Manages social media for the school division, setting guidelines, planning content and providing staff training as needed.
5. Writes, edits and publishes a variety of communications and publications to facilitate and enhance awareness of school district programs, events, activities and accomplishments.
6. Develops and implements consistent messaging to ensure cohesive two-way communications with internal and external audiences.
7. Coordinates special events under the guidance of the Director of Public Information & Community Involvement.

Other Duties

1. Performs other related duties as assigned by Director of Public Information and Community Involvement or appropriate administrator.

Job Specifications

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities, who are otherwise qualified, to perform the essential functions.

Minimum Qualifications (Knowledge, Skills & Abilities Required)

Requires Bachelor’s degree or higher with major coursework in marketing, public relations, communications or a related field; minimum five years of experience preferred. Excellent verbal and written communication skills required. Must be proficient in Microsoft Office. Must possess the ability to establish and maintain effective working relationships with business and community leaders, school administrators, students, teachers and parents. Must possess the ability to use prescribed formats and conform to rules of punctuation, grammar and style. Position requires the ability to record and deliver information, explain procedures, and communicate effectively.

Working Conditions & Physical Requirements

Must have the ability to sit and stand for extended periods of time; exhibit manual dexterity to use a telephone, to enter data using a computer keyboard, and to perform; see and read a computer screen and printed material with or without vision aids; hear and understand speech at normal classroom levels and on the telephone; speak in audible tones so that others may understand clearly in normal classrooms and on the telephone; physical ability to lift up to 25 pounds.

Supervision Exercised: None

Supervision Received: Director, Public Information and Community Involvement

This job description in no way states or implies that these are the only duties to be performed by this employee. The Community Relations Specialist will be required to follow any other instructions and to perform any other related duties as assigned by the Director, Public Information and Community Involvement or other appropriate administrator. Newport News Public Schools reserves the right to update, revise or change this job description and related duties at any time.

Approvals:

Supervisor Date

I acknowledge that I have received and read this job description.

Employee Name (Print) Signature Date