

Job Description

Job Title: Coordinator, Writing & Media Relations

Supervisor: Executive Director, Public Information & Community Involvement

Position Code:

Pay Grade: 39

Job Classification: Exempt

Contract Length: 245 Days

Job Summary

Position is responsible for developing, executing and evaluating a strategic division-wide marketing and communications plan to promote the school division mission and programs; writing compelling news and feature content for a variety of stakeholders to increase community and internal knowledge and awareness of school division programs and accomplishments; writing and editing district communications and publications for internal and external audiences; writing media releases; assisting with developing on-brand messaging; serving as the liaison with the video production team to ensure message and brand consistency; providing training and professional development in marketing, communications and interviewing to school division staff; training and supporting school-based PR Liaisons, assisting with the coordination of special events and emergency notification; and assisting with media relations and social media platforms, as needed.

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. Writes and distributes monthly internal and external newsletters, media releases, news articles and posts.
3. Plans and executes the school division's advertising and promotion activities.
4. Serves as the liaison with the video production team to ensure message and brand consistency.
5. Establishes and maintains effective and productive relationships with business and community leaders, division staff and students, and the community to build awareness and support for school division initiatives and programs.
6. Trains and supports school-based Public Relations Liaisons.
7. Provides staff training in marketing, communications and interviewing to school division staff.
8. Writes, edits and publishes a variety of communications and publications to facilitate and enhance awareness of school district programs, events, activities and accomplishments.
9. Develops and implements consistent messaging to ensure cohesive two-way communications with internal and external audiences.
10. Coordinates special events under the guidance of the Executive Director of Public Information & Community Involvement.
11. Assists with social media for the school division, setting guidelines, planning content and providing staff training as needed.

(These are intended only as illustrations of the various types of work performed. The omission of specific duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.)

Other Duties

1. Performs other related duties as assigned by Executive Director of Public Information & 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)

Bachelor's degree or higher with major coursework in marketing, public relations, communications or a related field; minimum seven years of experience preferred. Excellent verbal and written communication skills required. Must be proficient in Microsoft Office and Adobe Suite Products. Demonstrated ability to lead groups and provide professional development. 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: Executive 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 Coordinator, Writing & Media Relations will be required to follow any other instructions and to perform any other related duties as assigned by the Executive Director of Public Information & 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

08/2025 JSA