

Valparaiso Community School Corporation
Community Relations, Marketing, Social Media Coordinator

Reports to: Superintendent

Contracted days: 260 day

Salary: \$35,000 - \$40,000 + benefits

Job Summary:

This position is responsible for the coordination of a comprehensive two-way communication process involving both internal and external publics, with the goal of stimulating a better understanding of the role, objectives, accomplishments, and needs of the school district. A primary function of this position is to fulfill the district's responsibility to inform the public how schools are performing and how they are allocating their resources. Additionally, this position will work toward branding and marketing the district, and maintaining the corporation website.

Qualifications to be strongly considered:

- Bachelor or Masters in an area relevant to coordinating and directing school/community relations such as public relations or communications.
- Previous experience in communications and marketing preferably in a public school environment.
- Working knowledge of the principles of business/school and community/school partnerships.
- Working knowledge of internal and external communication strategies.
- Mastery of communication skills – written, verbal, interpersonal.
- Proficiency with current technology, website management, and social media.
- Evidence of strong analytical and critical thinking and judgement skills.
- Associated with or accreditation by the National School Public Relations Association or Public Relations Society of America.
- Ability to connect with our non-school and business community members.

Duties and Responsibilities shall include, but are not limited to:

- Assist the Superintendent in assessing and interpreting public attitudes.
- Identify and help shape policies and procedures in the public interest.
- Carry out involvement and information activities which earn public understanding and support.

- Serve as public relations counsel to the Superintendent.
- Handle all aspects of the school district's publications such as external and internal newsletters, brochures, bulletins, letters, etc.
- Ensure branding is established and maintained.
- Promote positive media relations and coverage.
- Develop a comprehensive communications plan for the district.
- Promote the district's strengths/achievements.
- Vigorously publicize student, faculty, and staff achievements.
- Conduct information campaigns for district referendum.
- Research and develop communication strategies for the Superintendent.
- Represent the district in various community organizations.
- Promote the development of collaborative initiatives between the schools and local business.
- Perform other duties deemed appropriate and as assigned by the Superintendent.

Apply through AppliTrack and provide examples of your work.