

Job Title: Coordinator – Marketing and Public Relations



Position Description

To perform this job successfully, an individual must be able to perform the essential job functions consistently and to the satisfaction of the employer. Reasonable accommodations may be made for qualified disabled individuals. This job description is not an exhaustive list, as employees may be required to perform duties not specifically designated within this document, at the employer's discretion. The Escambia County School District reserves the right to modify or interpret this job description as needed.

FLSA Status: Exempt
Reports to: Superintendent or Designee
Supervises: Appropriate Staff as required
Pay Grade: Administrative – 8

APPROVED
ESCAMBIA COUNTY SCHOOL BOARD
APR 20 2021
DR. TIMOTHY A. SMITH, SUPERINTENDENT
VERIFIED BY RECORDING SECRETARY

JOB SUMMARY

The purpose of this position is to provide executive leadership as a communications advisor and strategist. Creates an integrated plan to meet the organizational goals. Plans, develops, and implements a coordinated, enterprise-wide corporate communications and marketing strategy that will increase the public's knowledge, awareness, and appreciation of District and school operations. Creates an integrated marketing and communications operation, ensuring effective and consistent messaging across traditional and emerging communication mediums.

ESSENTIAL JOB FUNCTIONS

- Provides the planning, development, implementation, and maintenance of a community and media relations program that will increase the public's awareness of the District's goals including the degree to which these goals are achieved.
- Plans, develops, and implements strategies facilitating the distribution of District information to parents and the community at large.
- Plans and develops a system of feedback and evaluation regarding the effectiveness of the District's marketing and public relations as perceived by the users of the service.
- Directs the implementation of internal and external communications regarding critical issues, functions, and achievements of the District and individual schools.
- Initiates media story ideas, coordinates media requests, and monitors media coverage of issues, events, and trends involving the District; corrects all factual errors in media reports when necessary and appropriate.
- Manages the flow of news about the District to the media.
- Responds to daily media inquiries; assists school and District staff with media questions, appearances, and responses.
- Organizes and executes press conferences and media briefings as necessary to share key information and to provide the media with an opportunity to better understand key information.
- Prepares speeches, articles, letters, and scripts for the Superintendent and School Board members, as assigned.
- Coordinates recognitions of students, parents, volunteers, and community organizations by the School Board, as assigned.

- Coordinates community meetings, speaking engagements and forums for District executive staff, superintendent, and School Board, as assigned.
- Maintains and grows the District's social media presence through a variety of posts, interactive engagements, and strategic approaches.
- Works independently to promote the integration of content and engage schools and their communities in various aspects of social media.
- Ensures monitoring of all social media channels associated with the District to maintain District guidelines.
- Attends District events as needed (School Board meetings, employee events, etc.)
- Utilizes professional development opportunities via training conferences, workshops, and coursework to ensure skill level in various technologies remains constant, while maintaining knowledge of current practices, programs, and legal issues.
- Serves on District, state, or community councils or committees as assigned or appropriate.
- Interacts with parents, outside agencies, businesses, and the community to enhance understanding of District initiatives and priorities as well as to elicit support and assistance.
- Ensures the Superintendent and Deputy Superintendent are informed of potential issues or unusual events.
- Disseminates information and current research to appropriate personnel.
- Prepares or oversees the preparation of all required reports and maintains appropriate records.
- Stays well-informed regarding current research, trends, and best practices in areas of responsibility.
- Develops annual goals and objectives consistent with and in support of District goals and priorities.
- Maintains a network of peer contacts through professional organizations.
- Models the routine, intentional, and effective use of technology in daily work, including communications, organization, and management tasks.
- Manifests a professional code of ethics and values.
- Maintains confidentiality regarding all matters.
- Maintains positive relationships with staff.
- Represents, consistently, the District in a positive and professional manner.
- Performs other duties as assigned.

MINIMUM REQUIREMENTS

- Master's Degree from an accredited educational institution in Public Relations, Communications, Marketing, School Administration, or a related field, or an equivalent combination of training and experience.
- Eight (8) years of progressively responsible experience in communications, public relations, journalism, marketing, school administration, or a related field, of which three (3) years must have been in a supervisory or management capacity.
- Three (3) years with a public entity or school system is preferred.
- Accreditation in public relations is desirable.
- Qualifications may vary from the above requirements to such a degree as the Superintendent and Board determines is necessary and appropriate to ensure properly qualified personnel in each specialized assignment.

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KNOWLEDGE, SKILLS, AND ABILITIES

- Requires the ability to display knowledge of the school system and the political arena impacting public schools.
- Requires the ability to display knowledge of accepted principles of public relations in a school setting.
- Requires the ability to display knowledge of local, state, and national media outlets.
- Requires the ability to display possession proven excellent communication skills, both oral and written.
- Requires the ability to address multiple priorities and perform multiple school functions.
- Requires the ability to display knowledge of state and federal statutes regarding public education.
- Requires the ability to display knowledge of news release writing and practices for dissemination to print and electronic media.
- Requires the ability to display knowledge of the principles of layout, design, and desktop publishing.
- Requires the ability to display knowledge of web page design.
- Requires the ability to organize work around broad organizational goals and processes.
- Requires the ability to multi-task, while maintaining the quality of work produced within designated deadlines.
- Requires the ability to use small office equipment and computers.

PHYSICAL DEMANDS

Light work: Exerting up to 20 pounds of force occasionally and/or up to 10 pounds of force as frequently needed to move objects. The work also requires the following physical abilities in order to perform the essential job functions: balancing, hearing, mental acuity, repetitive motion, speaking, standing, talking, visual acuity, and walking.

WORKING CONDITIONS

Employees in this position work in a safe and secure work environment that may periodically have unpredicted requirements or demands.

Date of Board Approval: April 20, 2021, effective July 1, 2021

Date of Revision:

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