

BEREA CITY SCHOOL DISTRICT JOB DESCRIPTION

Title:	COORDINATOR OF MARKETING & COMMUNITY RELATIONS	File 115
Reports to:	Superintendent	
Job Objective:	Promotes goodwill and awareness of district programs/services. Manages the planning, delivery, assessment, and ongoing improvement of community relations initiatives. Collaborates across district departments and with building leadership to coordinate communications, strengthen community engagement, and promote a unified and positive image of the Berea City School District.	
Minimum Qualifications	· Bachelor's degree or equivalent combination of training and work experience in marketing, communications, journalism, community relations, or closely related field. · Meets all mandated health screening requirements. · A record free of criminal violations that would prohibit public school employment. · Complies with drug-free workplace rules, board policies, and administrative guidelines/procedures. · Commitment to keep current with skills essential to the objectives of the position. · Originality, critical thinking, and social perceptiveness skills. Ability to implement persuasive marketing and communication strategies. · Effective organizational planning and management skills. · Demonstrated skills in writing, layout, graphic design, and photography. · Proficient in spelling, proofreading, and the correct use of grammar. · Available to work a flexible schedule.	
Essential Functions:	The following are typical work responsibilities. A reasonable accommodation may be made to enable a qualified individual with a disability to perform essential functions. · Manages the district's internal and external community communications. Facilitates a favorable perception and understanding of district accomplishments, programs, and goals. Promotes close working relationships with all stakeholders. · Collaborates as an active member of the district leadership team and serves as a communications resource to district departments and building leaders. Upholds board policies. Implements administrative guidelines/procedures. · Promotes the district's mission. Builds internal/external partnerships that support district goals. · Works collaboratively with Executive Team Members to identify communication needs, coordinate districtwide messaging, and promote departmental programs, services, initiatives, accomplishments, and priorities. · Partners with principals and building leadership to identify and share student, staff, school, and program stories; promote building events and accomplishments; and ensure building communications support consistent district messaging and branding. · Develops coordinated communication plans with district departments and building leaders so families, staff, students, community members, and other stakeholders receive timely, accurate, and consistent information. · Promotes the Berea City School District through collaborative storytelling, marketing campaigns, community outreach, digital communications, publications, and special events that highlight educational opportunities, student success, staff expertise, fiscal stewardship, services, and district accomplishments. · Works with the Personnel Office to support recruitment and employer-branding efforts by promoting employment opportunities, staff success stories, district culture, career fairs, recruitment events, and partnerships that strengthen candidate outreach. · Advances the district's professional image. Maintains open/effective communications. Uses problem solving techniques to tactfully address questions/concerns. · Encourages innovations. Helps develop and implement the district's marketing plan. · Engenders staff enthusiasm and teamwork. Promotes a safe, efficient, and effective work/learning environment. · Prepares budget recommendations that address community relations objectives. · Administers the board-approved budget for assigned areas of responsibility. · Plans, procures, and manages supplemental service contracts related to assigned programs. · Coordinates communication and community-relations program development. Pursues funding opportunities. · Coordinates the preparation of community relations materials. Plans and manages production timelines. Ensures that information is accurate and appropriate. · Prepares presentations and attends board of education meetings. · Prepares or edits annual district reports. · Plans, produces, and distributes district newsletters. · Collaborates with administrators to respond to media requests for information.	

- Helps plan and implement special school/community events.
- Acts as a district liaison to community individuals providing leadership for levy/bond issues and fundraising Activities.
- Serves as an active member of community groups (e.g., chamber of commerce, PTA council, community council, ministerial associations, service organizations, Southwest Medical Center, Baldwin Wallace, etc.).
- Coordinates the district volunteer board advisory council.
- Arranges community appearances. Assists administrators with speeches as directed.
- Assists the director of technology with the district website.
- Helps coordinate and/or conduct communications workshops for district staff.
- Works with building-level staff to develop articles publicizing school programs and activities.
- Develops human-interest stories, special events, awards, public/professional commendations, etc.
- Coordinates and/or takes photographs of school events.
- Oversees the revision, duplication, and distribution of fact sheets and other program materials.
- Prepares/maintains accurate records. Submits required paperwork on time.
- Maintains the confidentiality of privileged information.
- Assumes personal responsibility for professional growth.
- Supports workplace initiatives that enhance personal productivity and advance district goals.
- Maintains a professional appearance. Wears work attire appropriate for the position.
- Performs other specific job-related duties as directed.

Abilities Required: The following personal characteristics and skills are important for the successful performance of assigned duties.

- Anticipates time constraints. Manages tasks efficiently to meet deadlines.
- Averts problem situations and intervenes to resolve conflicts.
- Uses active listening, observation, reading, verbal, nonverbal, and writing skills effectively.
- Interprets information accurately and initiates effective responses.
- Maintains an acceptable attendance record and is punctual.
- Values diversity. Manages individual and group interactions skillfully.
- Builds collaborative relationships across departments and schools and adapts communication strategies to meet the needs of varied internal and external audiences.

Supervisory Responsibility: Coordinates assigned projects and collaborative work under the direction of the superintendent. Provides guidance and support to staff involved in communications, marketing, community relations, and related initiatives as assigned.

Working Conditions: Safety is essential to job performance. Employees must exercise caution and comply with standard safety regulations and district procedures when involved in the following situations:

- Exposure to adverse weather conditions and temperature extremes.
- Exposure to blood-borne pathogens and communicable diseases.
- Interacting with aggressive, disruptive, and/or unruly individuals.
- Operating and/or riding in a vehicle.
- Traveling to meetings and work assignments.

Performance Evaluation: Job performance is evaluated according to policy provisions and contractual agreements adopted by the Berea City School District Board of Education.

The Berea City School District Board of Education is an equal opportunity employer. This job description identifies general responsibilities and is not intended to be a complete list of all duties performed. This document is subject to change in response to student demographics, staffing factors, funding variables, modified operating procedures, and other unforeseen events.