

JOB DESCRIPTION

TITLE: Public Relations & Marketing Coordinator

FLSA Status: Non-Exempt

REPORTS TO: Supervisor and/or designee

JOB SUMMARY

The Public Relations & Marketing Coordinator supports the mission of Douglas ESD and its component school districts by planning, developing, and implementing strategic communication, public relations, and marketing efforts. This role serves as a vital storyteller and ambassador for the agency, amplifying the voices of educators, families, and students.

This position is responsible for managing media relations, crafting compelling content, driving social media engagement, and leading innovative campaigns to connect with diverse audiences. This role will apply insights to shape messaging that resonates deeply with staff, students, and families.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Develop and implement a regional communication and marketing strategy that promotes the Douglas ESD, supports partner districts, and highlights the agency as an employer of choice.
- Integrate brand messaging and identity into all outreach materials to ensure consistency, clarity, and public recognition.
- Use audience research to shape marketing messages and campaigns that resonate with targeted communities.
- Advise ESD and district leaders on communication and marketing strategy and best practices.
- Plan, develop and implement a strategic internal and external communications program.
- Proactively market the value and services of Douglas ESD and component school districts through campaigns, targeted outreach, and storytelling across platforms.
- Design and implement recruitment-focused marketing efforts to attract talent for hard-to-fill roles and highlight employment benefits and agency culture.
- Partner with HR to support the promotion of current job openings through digital media, advertising, and creative outreach strategies.
- Leverage agency and district successes to enhance public understanding of the ESD's impact in the region.
- Serve as the primary media contact for media inquiries.
- Prepare press releases, media kits, and background materials that align with Douglas ESD and component school districts' strategic goals.
- Build and maintain positive relationships with local and regional media outlets.

- Define and monitor key performance indicators (KPIs) to evaluate communication and marketing effectiveness, audience engagement.
- Conduct audience segmentation, engagement analysis, and message testing to refine outreach.
- Use tools, email performance metrics, and social media insights to guide campaign adjustments and content planning.
- Produce periodic reports that communicate communication outcomes, patterns, and recommended next steps to leadership.
- Utilize innovative outreach methods to connect with hard-to-reach audiences, hard to fill job positions, build school spirit, and spotlight district initiatives.
- Develop and share engaging stories that reflect the mission, achievements, and culture of Douglas ESD and its component school districts.
- Produce and distribute newsletters, fact sheets, talking points, and digital content.
- Highlight staff accomplishments, student success, and community partnerships to build pride and connection.
- Manage and grow the district's social media presence, ensuring consistent, strategic, and visually appealing content.
- Use social media to highlight open positions, employee testimonials, and agency values.
- Develop and provide training and professional development for district staff to support effective communication.
- Assist with internal and external crisis communications, including rapid-response messaging and updates.
- Coordinate with leadership to ensure clear and consistent messaging during emergencies.
- Support internal communications strategies that keep staff informed, engaged, and aligned.
- Collaborate with leadership to promote staff recognition, celebrate organizational achievements, and support internal alignment.
- Supervise staff and oversee coordination of communication and marketing efforts within the department.
- Assist the Superintendent in preparation of materials for presentations, speeches and major written communication
- Performs special projects as assigned by the Superintendent.
- Adhere to workplace expectations
- Ability to work a flexible schedule and travel to and from school locations in the Douglas ESD service area and may be required to travel on overnight assignments.
- Other duties as assigned

QUALIFICATIONS

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 to perform the essential functions.

- **Education and/or Experience:** Bachelor's degree in Communications, Public Relations, Journalism, Marketing, Psychology, or a related field preferred. Bilingual in Spanish is also preferred. A minimum of three years of recent, professional experience in communications, public relations, or audience-focused marketing is required, ideally including work at the strategic planning and implementation level. Experience in education, government, or nonprofit communications and marketing is desirable.
- **Interpersonal Skills:** Creative, marketing-minded approach to storytelling and audience engagement. Analytical mindset with the ability to interpret and act on behavioral and performance data. Knowledge of augmentative and alternative communication techniques. Ability to appropriately communicate with diverse staff and others including outside agencies. Ability to work as part of a multidisciplinary team and collaborate well with others. Consistently focuses on solving conflict; maintaining confidentiality; listening to others without interrupting; keeping emotions under control; remaining open to others' ideas and contributing to building a positive team spirit. Demonstrated ability to successfully work with students, staff, parents and the public. Ability to cultivate and model a respectful working and learning environment.
- **Language Skills:** Strong written and verbal communication skills across platforms and audiences. Ability to effectively present information and respond effectively to questions in one-on-one, small group situations to students and other school staff. Ability to verbally respond to common inquiries from students, staff and the public. Ability to read and interpret documents such as safety rules, operating and maintenance instructions, procedure manuals and governmental regulations. Ability to write routine reports and correspondence.
- **Mathematical Skills:** Ability to add, subtract, multiply and divide, using whole numbers, common fractions and decimals. Ability to calculate figures and amounts such as interest, proportions and percentages. Ability to apply concepts such as fractions, percentages, ratios and proportions to practical situations. Ability to create and interpret bar graphs, pie charts and other representations of financial data.
- **Reasoning Ability:** Ability to apply common sense understanding to carry out instructions furnished in written, oral, schedule or diagram form. Ability to deal with problems involving several variables in a variety of situations. Consistently makes decisions and exercises independent judgement.
- **Computer Skills:** Advanced knowledge of computer usage and MS Office 365 is required.
- **Other Skills and Abilities:** Knowledge of FERPA, public records laws, and communication ethics in education. Strong organizational, project management, and collaboration skills. Maintain regular and consistent attendance and punctuality. Ability to work in an environment with constant interruptions. Required to demonstrate the ability to consistently work independently.
- **Certificates, Licenses, Registrations:** Certificates as determined by the District including a valid Oregon Driver's License, if required.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually low to moderate, but occasionally high depending upon student population and activities. The employee is occasionally exposed to wet or humid conditions and outdoor weather conditions. Employee may be exposed to bloodborne pathogens.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Frequently required to walk, stand and sit
- Occasionally required to bend, stoop, kneel, climb stairs, crouch or crawl
- Regularly required to talk and hear
- Use hands for fine manipulation, handle or feel and reach with hands and arms operating a computer keyboard and mouse.
- Specific vision abilities required by this job include close vision, distance vision, color vision, night vision, ability to adjust focus and peripheral vision
- Regularly lift and/or move up to 15 pounds and occasionally up to 25 pounds.



This organization believes that every individual makes a significant contribution to our success. That contribution should not be limited to assigned responsibilities. Therefore, this position description is designed to define primary duties, qualifications and job scope, but should not limit the incumbent nor the organization to the work identified. It is our expectation that every employee will offer his/her services whoever and whenever necessary to ensure the success of the ESD's goals.

This job description is not a contract of employment or a promise or guarantee of any specific terms or conditions of employment. The school district may add to, modify or delete any aspect of this job (or the position itself) at any time with or without notice as it deems advisable.



Equal Opportunity Employer:

Douglas ESD recognizes the diversity and worth of all individuals and groups. It is the policy of Douglas ESD that there will be no discrimination or harassment of individuals or groups based on race, color, religion, gender, sexual

orientation, gender identity, gender expression, national origin, marital status, age, veteran's status, genetic information or disability in any educational programs, activities or employment.

Reasonable accommodations for the application and interview process will be provided upon request and as required in accordance with the Americans with Disabilities Act of 1990. Individuals with disabilities may contact the Human Resources Director for additional information or assistance.

Employee Statement:

I have reviewed the above position description and understand its contents.

I am aware that my position description may be revised or updated at any time and once notified of changes, I remain responsible for knowledge of its contents.

I hereby certify that I possess the physical and mental ability to fulfill the essential functions of the above position with or without reasonable accommodation(s). If I required accommodation(s) in order to fulfill any or all of these functions, I agree to provide information to the ESD regarding the requested accommodation(s).

Employee Signature:

Date:

Supervisor Signature:

Date:

Salary Classification: Administrator

Last Revised: August 2025