



EAST POINTE COMMUNITY SCHOOLS

Job Title: Communications and Marketing Coordinator

Position Description: Responsible for development and implementation of internal and external communications and marketing. Provide counsel to the Board of Education and Superintendent regarding marketing, community engagement, and communications.

Minimum Job Qualifications:

- Minimum of a Bachelor's Degree in Public Relations, Mass Communications, Journalism, Marketing or similar field with related experience in marketing and communications

Our Communications and Marketing Coordinator will skillfully demonstrate:

- Knowledge related to communication, community engagement, print, electronic and oral communication
- Excellent written and verbal communication skills with the ability to articulate concepts to others
- Specific skills needed include:
 - Ability to multi-task in a fast-paced environment and meet required deadlines
 - Expertise in planning, organizing, and managing projects with outstanding attention to detail
 - Strength in problem solving and managing conflict, planning and managing projects
 - Proficiency in various skills and software necessary to fulfill job requirements (ex: photography, print media design/layout, social media sites, MS Word, MS Publisher, etc.)

Our Communications and Marketing Coordinator has the confidence to lead and possesses the following competencies:

- Develop, implement, and organize marketing and information campaigns and communications to support district initiatives and goals
- Lead creation of original written and graphic communications; such as press releases, feature articles, announcements, news briefs, etc. to a very high standard.
- Maintain media relations and open communication with all areas of the school community including news media, community organizations, area businesses, employees, parents and community through press releases and prompt responses to requests for information about the school district
- Implement regular internal communications that keep all employees informed about district initiatives
- Create and/or edit materials for others for internal and external publication
- Serve as the district's primary contact with the media
- Works with the district personnel to develop student recruitment and retention initiatives and materials
- Maintain the social media presence for the District ensuring that information is updated and that responses to inquiries are handled in a timely and appropriate manner
- Responsible for planning, implementation, and content management of school district website and educational cable access channel to enhance the district image and promote its programs and services

- Utilize the district parent notification system (SchoolConnects phone, text, and email program)
- Plan for, implement, and lead the District's crisis communications
- Collect/copy school related media coverage for the Superintendent's weekly report
- Responsible for School of Choice marketing, district branding, and all media advertising purchasing
- Develops and implements surveys as requested by the district, analyzes the results, and presents a report to the appropriate personnel to develop district recommendations.
- Plans and conducts focus groups and other research to evaluate the effectiveness of the marketing and communications efforts
- Perform other duties as assigned for the purpose of meeting the goals and objectives of the district communications/marketing plan

Salary Data: \$40,000- \$60,000 commensurate with Experience.

More Information about Eastpointe Community Schools: www.eastpointeschools.org

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