

Norfolk Public School District

Marketing and Media Relations Coordinator (190)

JOB POSTING

Job Details

Posting ID

190

Title

Marketing and Media Relations Coordinator

Description

Full-Time and Permanent; Exempt; 7.5 Hours/Day; 252 Days/Year; 12 Months/Year

Minimum Qualifications

- Bachelor's degree with course work in journalism, education, mass communication, public relations, or related subjects is preferred.
- At least three years of experience in marketing, communications, journalism, public relations writer, public relations specialist or any equivalent combination of education and experience that would provide the noted knowledge, skill, and abilities, is required.
- Comprehensive knowledge of the principles, practices and procedures of media and public relations.
- Considerable skill in writing speeches, articles, letters, scripts, advertising copy and other content.
- Knowledge of the Virginia Freedom of Information Act and the federal Family Educational Rights and Privacy Act.
- Excellent proofreading skills.
- Knowledge of the general organization and functions of a public school system.
- Ability to make cogent oral reports and presentations at hearings, meetings and public events.
- Considerable experience with content management systems (CMS), page design and graphics software such as the Adobe Suite.
- Ability to work well under pressure and meet deadlines.
- Demonstrated ability to work collaboratively and as a member of a highfunctioning team.
- Considerable skill in organizing special events and school community activities.
- Experience successfully pitching stories to local and national media entities.
- Ability to maintain effective and productive working relationships with school administrators, staff, community members, media, and high-ranking public officials.

Nature of Position

- Researches and writes letters, speeches, press statements, press releases, and news articles for the Superintendent of Schools and the Office of Communications.
- Focuses particularly on generating news coverage that demonstrates the district's academic rigor and quest for improved student learning.
- Responds to numerous information inquiries from the media and others, and assists in the presentation of information about Norfolk Public Schools to realtors, civic groups, and members of the news media.
- Responds to Freedom of Information Act (FOIA) requests and ensures the division's compliance.
- Manages social media accounts.
- Develops and implements communications plans as necessary.
- Advises and assists administrators with news media and public relations matters including crisis communications support as necessary.
- Assists the Director of Communications in coordinating advertising efforts for the school division.
- Designs and develops content for Norfolk Public Schools' publications and other materials as requested, such as brochures, newspaper advertisements and public service announcements.
- Takes photographs for publications and the Web.
- Coordinates content and timely updates of information on the various Norfolk Public Schools communication platforms, including Web and social media.
- Represents Norfolk Public Schools at a variety of conferences, committee meetings, and community activities.
- Serves as on-air personality/interviewer for WNPS TV-47 and acts district spokesperson in the absence of the Senior Director.
- Facilitates marketing campaigns, schedules meetings, creates timelines, and helps to plan and organize special events and system-wide activities by assuming a leadership role. This

includes, but is not limited to contacting participants, setting schedules, and handling the administrative details of the activity. Plans and coordinates participation in workshops, conferences and city events.

- Develops and conducts communications/public relations training and workshops.
- Demonstrates excellent adaptability to the goals of the school division as set by the School Board and Superintendent, and to the ever-changing expectations for the public relations role.
- Acts in the absence of the Communications Director, fulfilling many of the duties of that position.
- Performs other duties as assigned by the Senior Director of Communications and Media Relations.
- Supports growing brand awareness through effective marketing efforts.

<i>Shift Type</i>	Full-Time	<i>Salary Range</i>	\$50,529.00 to \$64,730.00
<i>Salary Code</i>	Per Year	<i>Job Category</i>	Administrator
<i>External Job Application</i>	Administrator - VDOE Licensure Not Required	<i>Internal Job Application</i>	Administrator - VDOE Licensure Not Required
<i>Location</i>	COMMUNICATIONS & PR	<i>Posting Status</i>	Active
<i>Minimum Qualifications Screening</i>			

Job Application Timeframes

<i>Internal Start Date</i>	<i>General Start Date</i>	07/09/2018
<i>Internal End Date</i>	<i>General End Date</i>	01/31/2019

Job Pools

<i>Pool Name</i>	<i>Quantity</i>	<i>Requisition ID</i>	<i>Requisition Title</i>
Default	1		

Alternate Job Contact

<i>Name</i>	Erika Ricks	<i>Title</i>	Human Resources Generalist
<i>Location</i>	HUMAN RESOURCES	<i>Phone</i>	757-628-3905
<i>Email</i>	ericks@nps.k12.va.us		

References

<i>Automatically Send Reference Check</i>	Yes	<i>Reference Check Form</i>	Certified Survey
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