

# **Groveport Madison Local Schools**

## **Position Description**

- TITLE:** **Communications Coordinator – Social Media/Multi-Media**
- REPORTS TO:** Director of Communications and Community Relations
- JOB GOAL:** Supports the functions of the District’s Communications Office by developing, maintaining, and executing results-driven social media/multi-media strategies that support the mission and vision of the school district.
- EXPERIENCE & QUALIFICATIONS:**
1. Bachelor’s or Associate’s degree in business, marketing, digital marketing, communications, journalism, public relations, or a related field (or a minimum of three years of experience in a military public affairs role).
  2. A minimum of three years of experience in public relations, marketing, or a communications capacity with a specific focus on social media management.
  3. Passion for social media and proficiency with major social media platforms and social media management tools.
  4. Experience using photographic equipment and a working knowledge and experience of photographic techniques and processes.
  5. Proficiency with video and photo editing tools and digital media formats.
  6. Ability to understand historical, current, and future trends in the digital content and social media space.
  7. Excellent written and verbal communication skills, with considerable experience in writing/editing and proofreading.
  8. Extensive experience using the Microsoft Office Suite of products, including Word, Excel, Publisher, and PowerPoint.
  9. Experience using Adobe Creative Suites products, including Photoshop and InDesign.
  10. Ability to work both independently and cooperatively, exercise judgment and creativity, strong interpersonal skills, and the ability to organize work, set priorities, and meet deadlines.
  11. Creative thinking and problem-solving skills.

**RESPONSIBILITIES:**

1. Initiate, develop, produce and edit creative and engaging mission-driven photos, graphics, written content, and videos for the District's communication channels (social media, website, e-newsletters, and print media).
2. Seek out photo and video opportunities and newsworthy stories in the District's eleven schools. Maintain a daily social media calendar. Attend events and produce live social media content, as necessary.
3. Develop and manage an annual editorial calendar, including monthly campaigns that work in conjunction with the District's communications goals.
4. Monitor the District's social media channels and respond appropriately (in coordination with the director).
5. Monitor community social media channels and alert the director to any concerns that may need to be addressed.
6. Track social media metrics and data, using results to tailor content into the most effective approach for information sharing.
7. Maintain a unified brand voice across the various social media channels.
8. Collaborate with the communications team and the District's eleven schools to create and maintain a daily events and activities calendar to be posted on the District's website.
9. Contribute content for organizational communications and marketing materials, such as monthly e-newsletters, correspondence, and articles.
10. Assist with updating the District's website.
11. Assist with editing District electronic and print publications.
12. Assist with planning, coordination, and promotion of District and community events and celebrations.
13. Establish and maintain positive relationships with internal customers, and assist as necessary.
14. Assist with District-sponsored evening and/or weekend special events or activities.
15. Maintain accountability to administrative systems and procedures, submitting expense reimbursements, and maintaining records of all purchases.

16. Attend seminars, workshops, and professional development to improve skills and keep abreast of technology changes.
17. Perform the above tasks and all other job-related responsibilities as directed by the Director of Communications and Community Relations.

## **JOB CHARACTERISTICS**

Full time, twelve-month (260-day/year contract)

Travel within the school district is required.

The physical demands and work environment described here represent those that an employee must meet to perform the essential functions of this job successfully. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

While performing the duties of this job, the employee is frequently required to sit, talk, lift, carry, move about, hear and speak.

The employee may be required to perform extensive work on a computer display monitor, smartphone, or tablet computer.

The employee must occasionally lift and/or move 25 to 50 pounds.

This job's specific vision abilities include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

The employee may be required to interact with students, parents, or customers who are emotionally upset, angry, or distraught. In such interactions, employees must maintain control, decorum, and empathetic professionalism.

## **COMPENSATION**

\$39,411 - \$58,399 (based upon experience). The District offers very competitive benefits, including 14 holidays, paid sick and vacation leave, and excellent health insurance options.

## **APPLY**

Send cover letter and resume to the attention of Jeff Warner, Groveport Madison Schools, 4400 Marketing Place, Ste. B, Groveport, OH 43125, or email to [jeff.warner@gocruisers.org](mailto:jeff.warner@gocruisers.org)

Deadline to apply is Friday, August 12.