



Inspiring a Community of Achievement

POSITION VACANCY ANNOUNCEMENT
Anticipated Opening

MARION CITY SCHOOLS
Marion, Ohio

February 8, 2021

Title/Position: Communication and Marketing Supervisor

Department: Administration

Responsible To: Superintendent

Qualifications: The following qualifications are considered as guidelines:

- Bachelor's degree in communications, marketing, public relations or closely related field or verified experience in education preferred.
- Skills and abilities to write and speak effectively in both small and large group settings.
- Working knowledge of basic office procedures and operation of common office equipment and machines.
- Abilities and attributes to promote positive internal and external customer relations, including creating effective interpersonal relationships and projecting a professional image.
- Adept at social media and knowledge of production software.

Contract: 260 day contract

Salary: Commensurate with experience

Job Goal: In summary, this position is responsible for advising and supporting MCS and its programs in matters relating to public relations, marketing school district programs, projects and operations; and creating and maintaining resources and data to support district and Board planning and decision making.

Performance Responsibilities:

- Ensure the safety of students.
- Ability to work effectively with others.
- Exhibit professional behavior, emotional stability and sound judgement.
- Establish and maintain cooperative relationships.

- Interact in a positive manner with staff, students and parents.
- Leads the delivery and continuous improvement of public relations program.
- Implements marketing and advertising campaign by assembling and analyzing district data.
- Prepares marketing and advertising strategies, plans, objectives and monitoring.
- Plans and organizes promotional presentations.
- Prepares marketing reports by collecting, analyzing, and summarizing district data.
- Prepares marketing materials at district's request.
- Directs the delivery and continuous improvement of public relations program.
- Collaborates with school personnel and advisory committees to identify, develop, and implement necessary programs and innovative services.
- Serves as the information link between the community and school district. Serves as media liaison (including social media).
- Assists the superintendent, board members, and service center administrators with public appearances and speeches.
- Coordinates and/or takes photographs of school events.
- Advises district leaders on levy communications as requested.
- Works with staff to develop articles publicizing school programs and activities. Develops human-interest stories, special events, awards, public/professional commendations, etc.
- Draft, distribute and pitch news releases, media alerts and other stories and assist with media coverage.
- Coordinates the preparation of publications. Ensures that communication materials are accurate and appropriate. Provides opportunity to review materials before publication/distribution.
- Assists with annual reports including collecting data, writing and editing. Assists district with annual report preparation, writing and editing.
- Assists district with newsletters and e-newsletters including writing, placement and editing.
- Assists with website development including writing and content.
- Promotes a positive stream of stories to the press as related to educational changes and policies, awards and human interest. Authors marketing plans by collecting, analyzing and summarizing data and executes the plan.
- Assists with social media strategy and policy as needed.
- Attends and actively participates in all required/assigned training sessions, meetings, and other responsibilities.
- Cooperates with and supports all service district regulations, standards, and expectations.
- Manage/complete required deadlines and time sensitive obligations, ensure that laws and regulations are followed, and demands of maintaining communications with large and diverse publics are handled in an efficient and professional manner.
- Performs other duties as assigned by the Superintendent.

Professional Responsibilities:

- Maintain good attendance and punctuality.

- Promote good public relations by personal appearance, attitude and conversation.

Physical Demands:

- Occasional travel to School District offices, building, classroom and grounds.
- Occasional traversing throughout various buildings.
- Often sitting for extended periods.
- Standing for periods of time.
- Moderate lifting from 15-30 pounds.
- Manual dexterity to use office equipment. Repetitive operation of computer keyboard.
- Sensory Abilities: Ability to communicate effectively in all aspects of the job. Work Environment: Generally, office setting year round. Temperament: Ability to work as a leader, coordinator and a member of a team.

Language Skills:

- Ability to read, analyze, and interpret educational periodicals, professional journals, technical procedures, or governmental regulations.
- Ability to effectively present information and respond to questions from groups of administrators, staff and the general public.

Evaluation:

Performance of this job will be evaluated in accordance with the provisions of the Board's policy on Evaluation of Professional Personnel.

**This job description identifies primary responsibilities and is not intended to be a complete list of all tasks and activities. This job description is subject to change in response to student demographics, staffing factors, funding variables, modified operating procedures, program/curriculum and additional changes as assigned or directed by the Superintendent of the Marion City Schools.*

How to Apply: Internal Applicant

If you are interested in being considered for this position you must apply online at www.marioncityschools.org prior to 4:00 p.m. on Friday, March 5, 2021. Follow links: District/Work at Marion City/Apply at Marion City Schools/View Internal Positions/Administration/JobID#14201/Apply. If you have any questions please contact Adam Kunkle, Director of Human Capital and Operations, via email akunkle@mcspresidents.org

How to Apply: External Applicant

If you are interested in being considered for this position you must apply online at www.marioncityschools.org prior to 4:00 p.m. on Friday, March 5, 2021. Follow links: District/Work at Marion City/Apply at Marion City Schools/View All Open Positions in Consortium Districts/Sorted by District/Marion City Schools/Administration/JobID#14201/Apply. If you have any questions please contact Adam Kunkle, Director of Human Resources and Operations, via email akunkle@mcspresidents.org.

MARION CITY SCHOOLS IS AN EQUAL OPPORTUNITY EMPLOYER It is the policy of the Marion City Schools Board of Education that the best qualified applicant shall be selected for each position without regard to race, color, religion, national origin, age, sex, marital status, political affiliation, disabling or military status. No person shall be denied employment solely because of any impairment which is unrelated to the ability to participate in activities involved in the position or program for which application has been made.