



Board of Education of the City of St. Louis
CAREER OPPORTUNITY

<i>Position Title:</i>	Communications Coordinator/Media Relations
<i>Payroll/Personnel Type:</i>	11 Month
<i>Reports to:</i>	Chief Communications Officer

Position Summary:

Coordinate external and internal communications, media relations, and the writing and editing district-wide publications - including periodic newsletters, press releases, features, and district calendars.

Essential Functions:

- Write, edit, and design publications as necessary.
- Coordinate media relations as directed by the Chief Communications Officer.
- Actively pursue story placement in print, broadcast, and Internet media.
- Contribute public information copy to the district website.
- Produce quarterly district-wide newsletter, handling the writing and editing of articles, coordinating graphic design, and ensuring timely publication.
- Write and edit other publications, including weekly message from Superintendent, internal newsletters, electronic communications for external and internal audiences, and other informational materials.
- Draft news releases, media advisories, features, and television scripts/storyboards.
- Maintain the district's bulletin board on the district's television station through the timely writing of informational copy.
- Coordinate and monitor news conferences, other major events, and meetings.
- Coordinate training sessions as required by the Chief Communications Officer.
- Assist in the maintenance and monitoring of budgets allocated for the Public Information Office.
- Assist in record and report development, submitting reports and other documentation as required by the Chief Communications Officer.
- Performs other duties as assigned.

Experience:

- Requires a minimum of ten years of experience in journalism, public relations, marketing, or community outreach
- Solid media relations experience
- Requires a seasoned writer/editor with a background in public education, particularly in an urban education environment
- Solid background in public education advocacy, promoting education initiatives, and working in an interdisciplinary environment.
- Preferred - Experience in graphic design



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Knowledge, Skills and Abilities:

- Exceptional writing/editing skills.
- Demonstrated experience in working on deadline.
- Ability to multi-task on a daily basis.
- Experience in working with various audiences.
- Ability to apply principles of logical thinking, collect data, establish facts, and draw valid conclusions.
- Demonstrated ability to problem-solve and anticipate situations.
- Hands-on experience with standard word processing, data analysis, and graphic design software programs.

Physical Requirements:

- Must be physically able to operate a motor vehicle
- Must be able to exert up to 10 pounds of force occasionally, and/or a negligible amount of force constantly to lift, carry, push, and pull or otherwise move objects, including the human body
- Light Work usually requires walking or standing to a significant degree

Working Conditions and Environment:

- Work is routinely performed in a typical interior/office environment
- Very limited or no exposure to physical risk

Disclaimer:

The information contained in this job description is for compliance with the Americans with Disabilities Act (ADA) and is not an exhaustive list of the duties performed for this position. Additional duties are performed by the individuals currently holding this position and additional duties may be assigned.

Review/Approvals:

Employee	Date	Immediate Supervisor	Date
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Human Resources	Date
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In connection with hiring for this position the district shall not discriminate against any employee or applicant for employment because of race, religion, color, sex, sexual orientation, age, disability, veteran status or national origin.