



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

Position Title:	Communications Coordinator/Media Relations
Payroll/Personnel Type:	12 Month
Reports to:	Executive Director of Communications

Position Summary:

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

Essential Functions:

- Write, edit, and design publications as necessary
- Coordinate media relations as directed by the Executive Director of Communications
- Actively pursue story placement in print, broadcast, and Internet media
- Contribute public information copy to the district website
- Write and edit other publications, including electronic communications for external audiences and other informational materials
- Draft news releases, media advisories, features, and television scripts/storyboards
- Coordinate and monitor news conferences, other major events, and meetings
- Coordinate training sessions as required by the Executive Director of Communications
- Assist in record and report development, submitting reports and other documentation as required by the Executive Director of Communications
- Performs other duties as assigned

Knowledge, Skills, and Abilities:

- Exceptional writing/editing skill
- Demonstrated experience in working on deadline
- Ability to multi-task on a daily basis
- Experience in working with various audience
- 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

Experience:

- A minimum of three - five years of experience in journalism, public relations, marketing, or community outreach (required)
- Solid media relations experience
- Proficient in the use of Social Media
- A seasoned writer/editor with a background in public education, particularly in an urban education environment (required)
- Solid background in public education advocacy, promoting education initiatives, and working in an interdisciplinary environment



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Education:

- Graphic Design (preferred)

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
Human Resources	Date		

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.