

# Posting

## Delavan-Darien School District Non Union Position

**Posting Date: September 28, 2020**

**Position: Marketing and Communications Coordinator**

**School: Delavan-Darien School District**

**Starting Date: October 2020**

**Submit your application materials using the WECAN system at the following web address by **Until filled:** <http://services.education.wisc.edu/wecan>. (Review of materials and/or interviews may begin upon receipt of COMPLETE application packets.)**

This position is designed to improve the programs and services of the school district by integrating the district with the community. It is responsible for the coordination of a comprehensive two-way communication process involving both internal and external publics, with the goal of stimulating a better understanding of the role, objectives, accomplishments and needs of the school district. A primary function of this position is to fulfill the district's responsibility to inform the public how schools are performing and how they are allocating their resources and to seek their insight on helping the school district deliver high quality and efficient programs.

### QUALIFICATIONS

- Bachelor or Masters degree in an area relevant to coordinating and directing school/community relations such as public relations, mass communication, business/vocational education, or equivalent education and experience
- Eligibility for administrative certification in the state of Wisconsin preferred, not required
- Previous experience in a public school environment preferred
- Working knowledge of the context of the DDSD Community
- Working knowledge of the principles of business/school, community/school, and school to work partnerships
- Professional experience in development/oversight in collaborative school/community programming and two-way networking
- Working knowledge of internal and external communication strategies
- Mastery of communication skills (verbal, written, and interpersonal)
- Proficiency with current technology for performance of duties; including graphics design, website management and publication/print software
- Evidence of strong analytical and critical thinking and judgment skills
- Experience in planning, implementing, evaluating marketing in a timely manner
- Accreditation by the National School Public Relations Association or Public Relations Society of America preferred, but not required

Job Description Attached.

*The Delavan-Darien School District does not discriminate in employment on the basis of race, color, age, national origin, religion, sex or handicap.*

## Job Description

<b>Position Title:</b> Marketing & Communications Coordinator	<b>Department:</b> Administrative Services
<b>Classification:</b> Administrator	<b>FLSA:</b> Exempt
<b>Reports To:</b> District Administrator	<b>Date:</b> September 2020

### PURPOSE

This position is designed to improve the programs and services of the school district by integrating the district with the community. It is responsible for the coordination of a comprehensive two-way communication process involving both internal and external publics, with the goal of stimulating a better understanding of the role, objectives, accomplishments and needs of the school district. A primary function of this position is to fulfill the district's responsibility to inform the public how schools are performing and how they are allocating their resources and to seek their insight on helping the school district deliver high quality and efficient programs.

### QUALIFICATIONS

- Bachelor or Masters degree in an area relevant to coordinating and directing school/community relations such as public relations, mass communication, business/vocational education, or equivalent education and experience
- Eligibility for administrative certification in the state of Wisconsin preferred, not required
- Previous experience in a public school environment preferred
- Working knowledge of the context of the DDSD Community
- Working knowledge of the principles of business/school, community/school, and school to work partnerships
- Professional experience in development/oversight in collaborative school/community programming and two-way networking
- Working knowledge of internal and external communication strategies
- Mastery of communication skills (verbal, written, and interpersonal)
- Proficiency with current technology for performance of duties; including graphics design, website management and publication/print software
- Evidence of strong analytical and critical thinking and judgment skills
- Experience in planning, implementing, evaluating marketing in a timely manner
- Accreditation by the National School Public Relations Association or Public Relations Society of America preferred, but not required

**Duties and Responsibilities:** Duties shall include but not be limited to:

- Assist the superintendent and BOE in assessing and interpreting public attitudes
- Identify and help shape policies and procedures in the public interest
- Carry out involvement and information activities which earn public understanding and support
- Handle all aspects of the school district's publications such as external and internal newsletters, brochures, bulletins, letters
- Promote positive media relations and coverage
- Facilitate communication about institutional advancement such as strategic planning, organizational change, budgeting and bond issue campaigns
- Develop a comprehensive communications plan for the district and assist other administrators in communication efforts
- Conduct formal and informal research to determine public opinion and attitude
- Promote the district's strengths/achievements, and its solutions to problems
- Vigorously publicize student, faculty, and staff achievements
- Conduct recognition programs for employees and students
- Conduct information campaigns for district elections
- Research and develop communication strategies for the Superintendent and BOE

- Represent the district in various community organizations
- Promote the development of collaborative initiatives between the schools and local business/industry
- Assist with planning, implementation, and evaluation of stakeholder engagement strategies
- Create and lead efforts to maintain brand consistency for DDS, and coordinate brand awareness and marketing efforts.
- Performs other duties deemed appropriate and assigned by the Superintendent

## **Physical**

This is a light job which involves exerting up to 20 pounds of force occasionally and/or up to 10 pounds of force frequently, and/or a negligible amount of force constantly to move objects. This job involves sitting, with a need to move about for significant periods of time. Reaching, handling objects and papers and fine manipulation are all performed frequently. Verbal and auditory communication is both frequently involved. Near acuity is frequently utilized. Physical attendance or in-person interaction is required during school days and regular operating hours.

## **Environment**

This job is performed primarily inside with the occasional need to go to meetings outside the building and/or to District schools.

The employee shall remain free of any alcohol or illegal substance in the workplace in compliance with Policy 3122.01 throughout his/her employment in the District.

The Delavan-Darien School District is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the District will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.