

Job Title:	Communications and Media Relations Coordinator
Grade Level/Terms of Employment:	Grade 125/12 months
FLSA Status:	Exempt
Work Location:	Central Office
Immediate Supervisor:	Chief Engagement Officer

General Description:

The Communications and Media Relations Coordinator will lead the Communications and Media Relations team by developing the division-wide communication plan, coordinating large events and executing the division's media strategy. The Communications and Media Relations Coordinator focuses on a comprehensive communication program that informs, empowers and engages all stakeholders about RPS' initiatives, decisions, programs, and events while ensuring RPS content is consistent in terms of message and tone, across all platforms and publications.

Essential Duties and Responsibilities:

Writer/Content Strategy

- Design, execute, and annually update a division-wide communications strategy in alignment with the division's strategic plan, Dreams4RPS, including campaigns and crisis communication
- Write and edit division stories, press releases, media advisories, fact sheets, statements and other news-related information
- Write and edit remarks, speeches, and talking points for RPS administration
- Support school-based communication efforts
- Maintain relationships and awareness throughout RPS to support telling the RPS narrative
- Remain current on issues impacting and policies governing the school district, the Virginia Department of Education (VDOE), public education legislation (local, regional, and national), and the city of Richmond

Media

- Supervise the media and communications team
- Design, execute, and annually update the division-wide media engagement strategy; create and strengthen relationships with the media; lead efforts to generate positive media coverage
- Build and maintain positive relationships with regional agency communication directors, including City government, VDOE, health department, fire and safety, and law enforcement to ensure effective, coordinated communications on critical issues
- Plan and execute press events; lead district-wide events
- Monitor and analyze RPS media coverage

- Provide media relations support to division leadership, principals, and other staff members, including crisis and issues management
- Manage and facilitate all traditional advertisements including but not limited to: television, radio, newspaper, billboard, and other signage

QUALIFICATIONS:

- Master's degree in public relations, communications, journalism, or related field preferred
- Extensive writing experience required, education field preferred
- Excellent communication (oral and written), organizational, presentation and public relations skills
- Demonstrated understanding of and sensitivity to the diverse cultural, ethnic, and socio-economic backgrounds of families
- Experience with school, family, and community planning activities and programs preferred
- Strong computer skills including proficiency with Microsoft Office Suite and Google applications preferred
- Outstanding interpersonal and team working skills
- Bilingual to include Spanish preferred