

Amherst Exempted Village School District

File 219

Position Title: Communications and Community Relations Specialist

Reports to: Superintendent and Assistant Superintendent

Contract Workdays: 260

Job Objectives:

Provides leadership in district communications, alumni and community relations, and coordinating the Amherst Schools Educational Foundation. Provides direction in the areas of marketing, strategic development, public relations campaigns, media events, and project management in support of the goals and educational mission of the Amherst Exempted Village School District.

Qualifications:

- Associate's or Bachelor's degree in Communications, Marketing, Public Relations, or a closely related field preferred
- Creative design mindset and the ability to use photo-editing, document design, website design, and social media
- Experience in copywriting, editing, editorial layout, press releases, annual reports, articles, and advertisements
- Promotional experience focused on marketing and revenue-generating language
- Ability to promote positive internal and external customer relations, including creating effective interpersonal relationships and projecting a professional image
- Ability to communicate effectively in small and large group settings
- Documentation of clear criminal record.

Job Responsibilities:

- Coordinates the preparation of publications. Ensures that communication materials are accurate and appropriate. Provides an opportunity to review materials prior to publication/distribution.
- Plans, organizes, and writes promotional materials as requested.
- Draft and distribute district news, press releases, presentations, media alerts, and other stories and assist with media coverage.
- Manages district website, content, and navigation. Directs online communication and creates website content.
- Writes and edits correspondence for parents/guardians and District stakeholders on behalf of the Superintendent and Assistant Superintendent
- Serve as school district spokesperson with local media and facilitate media interview requests, photo submissions, and/or infographics
- Track media coverage and respond to media coverage, questions, and commentary
- Develop promotional marketing materials for revenue-generating school facilities and programs for the District
- Actively serve as a member of civic and external organizations within the city and community, representing the District while promoting the professional image of the Amherst Exempted Village School District
- Collaborates with staff on new ideas, directions, and venues for marketing and communications.
- Articulates a clear vision and provides leadership to advance the vision of the Comet Alumni Association and the Amherst Schools Educational Foundation (ASEF).

- Promotes a positive ASEF and alumni culture and generates enthusiasm in the staff, students, alumni, and the community.
- Responsible for developing and implementing an alumni relations plan and assisting with the ASEF strategic plan.
- Coordinate, direct, and promote alumni and ASEF events. Provide support for class reunions, including building tours, promoting class reunion information, and ASEF activities and fundraisers.
- Develop, create, and maintain alumni and ASEF communications, including, but not limited to, physical newsletters, emails, social media, website, etc.
- Develop and maintain records and directory of all alumni members and ASEF donors. Update records and directory of all alumni members and donors annually.
- Responsible for leading donor cultivation, solicitation, and recognition in regard to alumni relations and ASEF.
- Develop and implement philanthropic outreach programs which benefit the Amherst Exempted Village School District, its students, staff, and community.
- Develop and assist in the implementation of activities that network alumni with current students and classes.
- Collaborate with ASEF Trustees during meetings.
- Coordinate workshops for staff to encourage use and update on social media standards, policies, and procedures
- Attend evening and weekend meetings and events when necessary and attend assigned public relations/communications tasks as needed by the Superintendent and Assistant Superintendent
- Attend meetings, assist with fundraising efforts, graphic & marketing needs for events, and other district resources as needed.
- Respects personal privacy. Maintains the confidentiality of privileged information.
- Reports evidence of suspected child abuse as required by law.
- Participates in national, state, and/or regional activities that advance district goals.
- Participates in professional growth opportunities.
- Accepts personal responsibility for decisions and conduct.
- Strives to develop rapport and serve as a positive role model for others.
- Performs other specific job-related duties as directed.

Revised 7/25/2022