



# Maplewood Richmond Heights School District

7539 Manchester Road  
Maplewood, MO 63143  
(314)644-4400 Fax: (314)781-3160

## Digital Marketing and Media Specialist

**Supervisor:** Director of Communications

**Primary Responsibilities:** Promote the school district through strategic use of internal and external communications including: print and electronic communications, graphics, logos, social media, website, video production and other promotional content. Coordinate the design and branding of promotional materials. Produce copy and video for district publications. Assists in the planning, implementation and development of online digital media content.

**Qualifications/Experience:** Bachelor's degree in Journalism, Communications or Public Relations field and two or more years of recent professional public & community relations experience.

- Excellent interpersonal, oral, and written communication skills, including writing editing, and proofreading in Associated Press style, standard business styles, and colloquial styles
- Ability to quickly write, edit and produce informational and marketing copy in varying styles
- Ability to work independently with minimal supervision as well as work effectively in a team setting
- Strong organizational skills
- Proven work experience as a Marketing Communications Specialist or similar role
- Experience in web content management tools
- Proficiency with Microsoft Office and Google Tools
- Experience with marketing campaigns on social media
- Video production and editing skills
- Knowledge and understanding of public education goals, objectives, and policies
- Knowledge of the principles and practices of public relations, mass communications, and community relations including internal and external communication strategies

### Essential Functions:

- Write, edit, and design publications as necessary
- Work with each school to contribute public information copy to the district website and social media accounts

- Seeks out and facilitates the promotion and publicity of district and school events and news stories.
- Work with district staff from multiple sites and departments to ensure accuracy of web content
- Ensure appropriate staff members are trained on website and social media maintenance
- Produce high quality content for a variety of internal and external audiences across a range of digital platforms
- Ensure media presence is engaging and up to date
- Coordinate media relations as directed
- Produce written and video content for website and district publications
- Monitor and engage with social media platforms to share district information
- Maintain confidentiality according to school policies
- Maintain district website
- Assist with the calendar and event scheduling
- Plan and maintain visual displays throughout the district
- Draft and propose communication campaigns, develop design ideas, and make recommendations
- Assists in the creation and implementation of communications and community engagement plans
- Schedule and develop filming scripts and production timelines
- Evaluate the success of media campaigns
- Serves as primary contact for the Communications Department for general inquiries from staff and public
- Assists in coordinating and responding to information requests, commendations, and complaints.
- Other duties as assigned by the Director of Communications

**Terms of Employment:** Full Time 12-month position with pay and benefits set by the Board of Education

Any qualified person who would like to be considered as a candidate for this position should apply online at: <https://mrhsd.tedk12.com/hire/index.aspx>

### **“Notice of Non-Discrimination”**

The Maplewood Richmond Heights School District is committed to maintaining an educational and workplace environment that is free from discrimination, harassment, and retaliation in admission or access to, or treatment or employment in, its programs, services, activities and facilities. The District is committed to providing equal opportunity in all areas of education, recruiting, hiring, retention, promotion and contracted service. In its programs and activities, the District does not discriminate on the basis of race, color, national origin, ancestry, religion, sex, disability, age, genetic information, or any other characteristic protected by law and as required as required by Titles VI and VII of the Civil Rights Act of 1964, Title IX of the Education Amendments of 1972, Section 504 of the Rehabilitation Act of 1973, the Age Discrimination Act of 1975 and Title II of the Americans with Disabilities Act of 1990. In addition, the District provides equal access to the Boy Scouts of America and other designated youth groups. Further, no person shall be excluded from participation in, be denied the benefits of, or otherwise be subject to discrimination based on the above listed characteristics under a school nutrition program for which the District receives federal financial assistance from the U.S. Department of Agriculture (USDA Food and Nutrition Service). The following person is

designated and authorized as the District's Non-Discrimination and Title IX Coordinator to coordinate compliance with the laws identified above, including to handle inquiries or complaints regarding the District's non-discrimination policies:

Roxanna Mechem, Assistant Superintendent  
7539 Manchester Rd, Maplewood, MO 63143  
314-644-4400

Roxanna.mechem@mrhschools.net

For information regarding how to report or file a claim of discrimination, harassment, or retaliation, see Board of Education Policy AC. Policy and Regulation AC shall govern the grievance procedures, process, and response for complaints and concerns by parents, patrons, employees, or students of the District related to discrimination, harassment, or retaliation on the basis of race, color, national origin, ancestry, religion, sex, disability, age, genetic information, or any other characteristic protected by law. Inquiries or concerns regarding civil rights compliance by school districts should be directed to the local school district's Non-Discrimination and Title IX Coordinator. Inquiries and complaints may also be directed to the Kansas City Office, Office for Civil Rights, US Department of Education, 8930 Ward Parkway, Suite 2037, Kansas City, MO 64114; (816) 268-0550; TDD (877) 521-2172.

**Posted: April 1, 2022**

**\*MRH School District reserves the right to close any job posting when a suitable applicant has been found before the deadline date.**