

## **WENTZVILLE R-IV SCHOOL DISTRICT**

### **Position Description**

**Position Title:** Community & Public Relations Coordinator  
**Reports To:** Chief Communications Officer

#### **SUMMARY**

The Community & Public Relations Coordinator will develop and execute communication strategies, manage community outreach and engagement events, and oversee the volunteer program. This role also involves content creation, media relations, and crisis communication.

#### **QUALIFICATIONS/REQUIREMENTS**

The Community & Public Relations Coordinator shall possess strong communication and networking skills. Experience is preferred in public relations, community relations, media relations, event planning, crisis communications, writing (AP style), and social media. Familiarity with content creation, web and graphic design, photography, and videography is also a plus. A bachelor's degree is required, preferably in communications, public relations, journalism, marketing, or a related field.

#### **ESSENTIAL JOB DUTIES**

- Develop engaging written and visual content.
- Possess and utilize effective communication skills.
- Organize and execute community outreach programs and events.
- Support crisis communications and media relations.
- Enhance social media and web presence.
- Oversee the volunteer program.
- Coordinate recognition.
- Represent the district at Board of Education meetings and community events.
- Lead communications efforts in the absence of the Chief Communications Officer.

#### **OTHER DUTIES AND RESPONSIBILITIES**

Performs other duties as assigned by the Chief Communications Officer.

#### **ADA COMPLIANCE**

The essential functions contained in this job description are in compliance with the Americans with Disabilities Act (ADA) and are not an exhaustive list of the duties performed for this position. The additional duties and responsibilities listed are performed by the individuals currently holding this position and additional duties may be assigned when appropriate.

**TERMS OF EMPLOYMENT**

The Community & Public Relations Coordinator shall be employed on a twelve-month basis with five weeks of vacation. Salary for the position will be established annually.

**EVALUATION**

Performance in this position will be evaluated annually in accordance with the provisions of the Board's Policy on evaluation of administrative personnel.

Revised 04/11/2025