



**ROCKWOOD SCHOOL DISTRICT
SUBURBAN ST. LOUIS COUNTY
COORDINATOR COMMUNICATIONS
POSITION AVAILABLE**

**ADMINISTRATIVE ANNEX
2019-20 SCHOOL YEAR**

The Rockwood School District is seeking an outstanding educator for the position of Coordinator Communications.

- Ability to research, analyze, communicate and evaluate communication plans to align with the strategic plan of the Rockwood School District.
- Generate, edit, publish and share daily content that builds meaningful connections with Rockwood audiences.
- Originate plans and composes news releases, articles, stories, bulletins, speeches, reports, pitch letters, and talking points for media interviews.
- Communicate with and responds to inquiries from employees, media and the public regarding school district activities.
- Arrange scheduling and briefing of radio, television or newspaper interviews and participates in these events as a liaison between staff, students, parents and the news media.

BASIC REQUIREMENTS

- Bachelor's degree in journalism, mass media communications, public relations, advertising, marketing or a related field. Master's degree preferred.
- Knowledge of various journalistic styles.
- Familiar with current principles, techniques and objectives of public information and media relations programs.
- Ability to engage in creative brainstorming, problem-solving techniques and teamwork.
- Proven skills in planning special events and leading committees involving the input and combined resources of diverse ages, community members and professional groups.
- At least three years' experience in journalism, mass media communications or public relations.

Competitive salary and benefits

Starting Date: July 1, 2019

260 Day Contract

Screening to begin: April 28, 2019

All applicants need to complete an **administrative** online application at:

https://www.searchsoft.net/ats/app_login?COMPANY_ID=00012927

External applicants need to attach the following to your online application: letter of interest stating salary expectations, resume, and copy of your current certification.

Internal to Rockwood applicants need to attach the following to your online application: letter of interest and resume.

Rockwood Fast Facts

The Rockwood School District is a growing, dynamic and highly-respected education system in west and southwest St. Louis County. Our mission is to do whatever it takes to ensure all students realize their potential.

- District encompasses 150 square miles
- Nearly 21,000 students enrolled
- 19 elementary schools
- 6 middle schools
- 4 high schools
- Separate campuses for Gifted, Early Childhood and Alternative High School Education
- Over 1,500 Certified Staff
- Over 2,500 Support Staff

Innovative, Progressive Learning Environment

- AAA Rating with S & P Rating Agency
- Seventeen National Schools of Character
- Eighteen Missouri Schools of Character
- Accreditation: Distinction in Performance with High Achievement from the Missouri Department of Elementary and Secondary Education
- Excellent score on the Annual Performance Report from the Department of Elementary and Secondary Education
- Largest school district in St. Louis County

Opportunities for Professional Growth and Advancement

- National award-winning staff development program
- Tuition reimbursement to attend area universities and colleges for evening and summer graduate programs
- 137 National Board Certified Teachers, one of the highest in Missouri

Visit our Web site: www.rsdmo.org

It is the policy of the Board to accord equal considerations and impartial treatment regardless of race, color, national origin, religion, marital status, sex, age, genetic information, disability, handicapping conditions, or any other factor that is not a proper legal basis for an employment decision.

Rockwood School District
Human Resources
111 East North Street, Eureka, MO 63025
Phone: 636-733-2035

Posted on April 12, 2019