



# Kalamazoo County Area Schools Employment Consortium

## Employment Application

Openings as of 6/19/2019

### *Communications Specialist*

**JobID: 5608**

**Position Type:**

Professional Support Services/Communications Specialist

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**Date Posted:**

6/19/2019

**Location:**

KRESA

**Closing Date:**

07/03/2019

**Position Type:**

Full-time

**Hours:**

M-F 8:00-5:00

**Responsibilities:**

As part of the Communications team working to support the Youth Opportunities Unlimited (YOU) program, this position is responsible for developing and distributing internal and external promotional materials for KRESA/YOU or assigned district related activities. Prepare and provide media representatives (newspaper, TV, radio, web sites, etc.) and others who may be interested in learning about/publicizing KRESA/YOU activities/messages. Collaborate closely with KRESA's Communications department as part of that team while being embedded in the YOU/Michigan Works! team to gain in-depth understanding of their work. Successfully manage and grow digital media presence. Monitor social media engagement and respond to messages in a timely manner. Develop and implement a strategic social media plan, remaining current with changing technology, trends and issues. Assist Communications Manager with the collection/reporting of social media analytics. Travel to KRESA/YOU sites (across four counties) to provide for each site's public information needs. Represent KRESA/YOU at public events and on community committees. Provide communications support to collaborative initiatives with other community organizations. Review and edit as needed work which carries KRESA/YOU's logo and branding. Assist in planning of KRESA/YOU staff functions and special events. Create written content for newsletters, print/digital publications, websites, digital media, advertising. Establish collaborative relationships with agency teams to support storytelling/marketing of programs. Research, order and maintain inventory of promotional/marketing items. Assist with organizational photography and video needs. Design and maintain public displays in common areas of KRESA/YOU. Assist with aspects of fund development. Other duties as assigned.

**Qualifications:**

Bachelor's degree. Advanced level skills with writing for publication. Knowledge of word processing software, spreadsheet software, design software, presentation software and equipment, website content-management systems and social media. Knowledge of public education, news media, local government and related political processes. Embraces and supports KRESA philosophies related to diversity, inclusiveness and anti-racism. Ability to interact effectively with individuals from a wide range of cultures. Ability to discuss cultural differences with colleagues and clients. Ability to assess one's own strengths and limitations or challenges and integrate this understanding into interpersonal interactions.

**Preferred Skills:**

Ability to select and develop appropriate methods, skills and techniques attuned to people's cultural, multicultural or marginal experiences in their environments. Ability to effectively employ multicultural approaches in resolving problems.

***Apply online at [www.kresa.org/jobs](http://www.kresa.org/jobs)***

**Kalamazoo RESA is an Equal Opportunity Employer/Program.**

**Auxiliary aids and services are available upon request to individuals.**

**Notice of Non-discrimination:** It is the policy of Kalamazoo Regional Educational Service Agency that no discriminating practices based on race, color, national origin, sex (including sexual orientation or sexual identity), disability, age, religion, height, weight, marital or family status, military status, ancestry, genetic information or any other legally protected category be allowed during any program, activity, service or in employment. The following positions at Kalamazoo RESA have been designated to handle inquiries regarding the nondiscrimination policy: Assistant Superintendents- Tom Zahrt & Mindy Miller. Contact information: 269-250-9200, 1819 E. Milham Ave, Portage, MI 49002.

FMLA regulations require all employers to post the [updated FMLA notice](#).

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