



Kalamazoo County Area Schools Employment Consortium

Employment Application

Openings as of 9/3/2019

Communications Manager

JobID: 5820

Position Type:

Professional Support Services

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Date Posted:

9/3/2019

Location:

KRESA/Service Center

Closing Date:

09/15/2019

Position Type:

Full-time

Hours:

M-F 7:30-4:30

Exempt professional

Summary:

Guide the strategy for all communications, website and public relations messages in accordance with the strategic plan and core values. Through our core values, the Communications Manager will increase the visibility of what is going on in Kalamazoo RESA by telling the stories of what great things our organization is doing together with our community. This position supports the Communications team in providing the community, students, parents, educators and staff with information about KRESA's goals, services and impact.

Essential Duties and Responsibilities:

- Responsible for developing and distributing internal and external publicity for KRESA activities.
- Prepare and provide media to media representatives and others who may be interested in learning about or publicizing KRESA's activities or messages.
- Attend meetings as needed including the Board of Education meetings.
- Travel to KRESA sites to provide for each site's public information needs.
- Represent district at public events and on community committees
- Provide communications support to collaborative initiatives with other community organizations.
- Oversee and ensure there are systems of maintenance of the KRESA website.
- Manage all KRESA social media.
- Track and measure the success of advertising and social media campaigns through analytics, enrollment, results and customer feedback.
- Create and implement an annual advertising calendar; secure all advertising and coordinate the creation of all ad work.

- Coordinate shared communications services in local districts; assist off-site as needed.
- Maintain KRESA visual identity; review and approve work which carries KRESA logo and branding.
- Approve all program and event logos and taglines.
- Write and update newsletters, publications and flyers; review MadMimi e-newsletters.
- Research, order and maintain inventory of promotional/marketing items.
- Assist with organizational photography and signage needs.
- Assist local districts with planning and implementing county-wide events e.g. Excellence in Education Awards, etc.
- Provide professional input on KRESA public presentations.
- Supervises the Communications team.
- Other duties as assigned.

Qualifications:

Bachelor's degree in Communications or directly related field of study. Advance level skills with technical 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. 3-5 years of professional communications experience. 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:

Professional communications management experience. 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

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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