

Stow-Munroe Falls City School Dis Technology Integration Specialist/Public Relations (1435)

JOB POSTING

Job Details

Title

Technology Integration Specialist/Public Relations

Posting ID

1435

Description

File 114A
STOW-MUNROE FALLS CITY SCHOOL DISTRICT
JOB DESCRIPTION

Job Title: Technology Integration Specialist/Public Relations

Location: Stow-Munroe Falls City School District

Reports to: Superintendent

Position Summary:

The Technology Integration Specialist/Public Relations for the Stow Munroe Falls School District plays a vital role in bridging the gap between technology and communication to enhance the district's educational experience and public image.

Reporting directly to the Superintendent, this individual will lead efforts in integrating technology into the district's instructional programs and managing all aspects of public relations. The successful candidate will collaborate with educators, administrators, and IT staff to implement technology solutions that support teaching and learning while crafting and executing communication strategies that engage the community and promote the district's achievements.

Key Responsibilities:

Technology Integration:

Partner with teachers, administrators, and IT staff to identify, develop, and implement technology tools and platforms that enhance instructional practices and student learning.

Provide professional development and ongoing support to educators in the effective use of educational technology.

Develop and curate instructional resources, including tutorials, guides, and lesson plans that integrate technology seamlessly into the curriculum.

Support the district's Learning Management System (LMS) and other educational platforms, ensuring they are

effectively utilized to maximize student engagement and achievement.

Troubleshoot and resolve technology-related issues that impact classroom instruction in a timely manner.

Stay informed about emerging educational technologies and share best practices with staff to continuously improve technology integration.

Collaborate on evaluating and selecting new technology products and services for district-wide implementation.

Serves as a member of the district technology committee.

Public Relations:

Develop and implement a comprehensive public relations strategy that aligns with the district's goals and promotes its achievements to the community.

Serve as the district's primary spokesperson, handling all media inquiries and ensuring accurate

and consistent messaging.
Create and disseminate press releases, newsletters, social media content, and other communications to engage stakeholders and enhance the district's public image.
Manage the district's online presence, including website content and social media platforms, to ensure timely and relevant communication with the community.
Build and maintain strong relationships with local media, community organizations, and other stakeholders to foster a positive public perception of the district.
Ensure all communications are consistent with the district's brand and messaging guidelines.
Develop and manage internal communication strategies to ensure staff are informed about district initiatives, policies, and events.
Organize and oversee district-wide events, press conferences, and public engagements, ensuring they align with the district's communication goals.
Monitor the district's public opinion and media coverage, providing timely updates to the Superintendent and Board of Education.
Lead crisis communication efforts, ensuring clear, accurate, and timely information is provided to all stakeholders during emergencies.

Qualifications:

Bachelor's degree in Educational Technology, Communications, Public Relations, or a related field. A Master's degree is preferred.
Minimum of 3-5 years of experience in educational technology integration and/or public relations, preferably within a school district.
Strong knowledge of instructional technology tools, platforms, and best practices in K-12 education.
Exceptional written and verbal communication skills, with the ability to create compelling content for diverse audiences.
Proficiency with digital communication tools, including social media, content management systems, and graphic design software.
Ability to work collaboratively with district staff, educators, and community members to achieve strategic goals.
Strong organizational skills with the ability to manage multiple projects simultaneously and meet deadlines.
Problem-solving skills with the capacity to address technical issues effectively.
A commitment to promoting an inclusive, equitable, and positive learning environment for all students.

Working Conditions:

Office environment with frequent visits to various schools within the district.
Occasional evening or weekend hours may be required for events or meetings.
The majority of work will be performed in a standard office setting, where computers and other office equipment will be regularly used.
Frequent visits to various schools within the district are needed to provide on-site support training and gather content for public relations purposes.
While the position generally follows regular business hours, some evening or weekend work may be required to accommodate school events, meetings, or urgent communications needs.
Occasional travel within the district or to relevant conferences and workshops may be required.
To ensure the successful integration of technology and the implementation of communication strategies, regular interaction and collaboration with teachers, administrators, IT staff, and other district personnel are needed.

The role may involve carrying and setting up audiovisual equipment, such as cameras, projectors, and microphones, and spending extended periods sitting at a computer workstation. The ability to handle multiple projects and deadlines, manage crisis communications, and respond to urgent technical issues or public relations matters calmly and professionally.

Required Knowledge, Skills, and Abilities

Deep understanding of current educational technology tools, platforms, and best practices for integrating technology into K-12 instruction.

Familiarity with principles of instructional design, curriculum development, and adult learning theories to effectively train educators.

Comprehensive knowledge of public relations strategies, media relations, and communication principles, including crisis communication.

Expertise in social media platforms, content management systems, and digital communication tools.

Knowledge of data privacy laws, including FERPA, and best practices for securing student and staff information.

Understanding of graphic design, video production, and photography techniques to create compelling content for various media.

Excellent written and verbal communication skills, with the ability to convey complex information clearly and effectively to diverse audiences.

Advanced proficiency in using educational technology, digital communication tools, and software applications such as Adobe Creative Suite, Microsoft Office, Google Workspace, and Learning Management Systems (LMS).

Strong public speaking and presentation skills to effectively deliver training sessions, workshops, and public statements.

Strong organizational and project management skills, with the ability to manage multiple initiatives, meet deadlines, and coordinate with various stakeholders.

Analytical and problem-solving skills, particularly in troubleshooting technical issues and responding to communication challenges.

Ability to develop innovative and engaging content for public relations campaigns, social media, and instructional materials.

Ability to work collaboratively with educators, administrators, IT staff, and community members to achieve shared goals.

Flexibility and adaptability to rapidly changing technology trends, communication needs, and educational environments.

Strong attention to detail in managing student data, creating content, and ensuring compliance with regulations.

Ability to remain calm and effectively manage communication during crises, ensuring accurate and timely information dissemination.

Capability to design and deliver effective training sessions that empower educators to integrate technology confidently into their teaching practices.

Ability to align technology integration and communication strategies with the district's mission, vision, and goals.

Equipment Operated

Proficient use of desktop computers, laptops, tablets, and other mobile devices to perform job functions such as content creation, communication, and data analysis.

Familiarity with and ability to operate email systems, video conferencing platforms (e.g., Google

Suite, Zoom, Microsoft Teams), and instant messaging tools for efficient communication. Ability to operate cameras, microphones, projectors, and other AV equipment for recording, streaming, and presenting multimedia content. Proficient in using Learning Management Systems (LMS) and other educational technology tools for integrating technology into classroom instruction. Competency in using software such as Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro) or similar tools for creating visual content and editing videos. Experience with website management platforms (e.g., WordPress, Drupal) to update and maintain the school district's online presence. Proficient in using social media platforms (e.g., Twitter, Facebook, Instagram) and management tools (e.g., Hootsuite, Buffer) to schedule and monitor posts. Advanced knowledge of presentation software such as Microsoft PowerPoint, Google Slides, or similar tools for creating and delivering presentations. Ability to use spreadsheets (e.g., Excel, Google Sheets) and data visualization tools to analyze and present data related to technology use and public relations impact.

Additional Working Conditions

May require travel, both daily and overnight

Contract: 204 days

The Stow-Munroe Falls City School District is an equal opportunity employer. This document identifies typical job functions and is not intended to be an exhaustive list of all possible work duties. Employee performance is evaluated according to board policy, administrative procedures, and current contractual agreements.

Staff members shall serve as role models for students in how to conduct themselves as citizens and as responsible, intelligent human beings, helping to instill in students the belief in and practice of ethical principles and democratic values.

Shift Type
Salary Range
Location

Full-Time
Per Year
CENTRAL OFFICE ADMINISTRA

Applications Accepted

Start Date **08/21/2024**
End Date **08/25/2024**