



### **Public Relations and Communications Consultant**

The Regional Educational Media Center Association of Michigan is a 501(c)(3) nonprofit organization established in 1969. Its members are the 28 local regional educational media centers operated through the intermediate school district structure.

The Association provides proactive leadership, supports quality teaching and learning and provides equity to Michigan's K-12 educational community through its [Classroom Resources](#), [Professional Learning](#), [REMC SAVE](#) and partnerships with other organizations.

The REMC Association is seeking to contract with an individual to manage its communication efforts across multiple platforms and leverage a variety of tools and formats to advance REMC's agenda around educational excellence and equity for all students. The consultant is expected to work effectively and efficiently with the executive director, other key leaders and project leads.

Association website: <https://remc.org>

**Position Description:** Successfully manage communication efforts across multiple platforms and leverage a variety of tools and formats to advance the REMC Associations mission around educational excellence and equity for all students. Maintain a strategic presence throughout print, digital media, social media, REMC Association website and electronic communication.

### **Essential Roles and Responsibilities**

#### **Strategy Development & Implementation**

- Design, create and implement a comprehensive marketing and communications strategy that incorporates and assesses impact on all audiences and stakeholders. Assess and report on the effectiveness of communication strategies using datasets such as Google Analytics, Bit.ly, etc.
- Develop a work plan, based on a data-driven strategy, for each school year that includes a calendar of events, activities, communications, and publications.
- Oversee the production of a variety of materials meant to increase the Association's visibility and enhance the education community's perception of the Association.
- Provide regular updates to Communication Committee and Association membership.
- Partner with project leaders and others to ensure brand integrity, message quality and consistency across all media, programs, and channels.

- Oversee the continued development and use of the REMC Association brand.

#### Content Development & Distribution

- Analyze, distill, frame and communicate key education issues and practices in ways that advance the Association's mission and beliefs.
- Develop, write, edit and distribute a wide variety of print and electronic collateral such as brochures, marketing materials, newsletter, slide decks, websites, short videos/screencasts and other materials.
- Use a variety of desktop publishing tools for graphic design.
- Ensure that all promotional and marketing materials meet the company's brand identity strategy (image/messaging), adhere to established design and writing standards and align with the communications plan.

#### Website Management

- Coordinate maintenance and growth of Association's website; adherence to ADA compliance as feasible and monitor search engine optimization metrics through Google Analytics. Use data to guide marketing decisions.
- Develop, manage and maintain the Association website and project microsites to ensure that the content is consistent, coherent, and navigable and engages audience segments.
- Ensure that new information (article links, stories, and events) are posted regularly.

#### Social Media

- Create strategic social media plans and manage implementation.
- Curate content and increase audience engagement on social media channels.

#### **Knowledge, Skills and Abilities**

- Extensive experience with public relations/marketing/communications. Experience in and a passion for PreK-12 public education preferred.
- Effective problem-solving skills with the ability to collaborate with others, consider a variety of information and then take appropriate action. Willingness to ask questions and learn.
- Outstanding written and verbal communication, organizational and interpersonal skills.
- Work independently with minimal supervision and a high level of flexibility.
- Skillful use of technology to accomplish work related tasks.
- Extensive experience using specialty programs such as Canva, Hootsuite, Bit.ly, Mailchimp, GSuite and Google Analytics **or** similar tools to manage and generate social media, newsletter, website content and design and relevant graphics. (intermediate desktop publishing skills)
- Sense of humor.

## **Working Conditions and Compensation**

- Flexible schedule. Must be available for meetings during regular business work hours i.e. 9-5.
- Year One: On or about April 1 - June 30, 2021, 72 - 90 hours per month.
- Year Two - July 1, 2021 - June 30, 2022. 880 hours, approximately 64 hours per month. Based on evaluation, an annual contract with options to renew on a yearly basis.
- The position and the work will be reviewed annually by the REMC Association Executive Board.
- Home office environment. Selected candidate will provide the tools (computer, internet) resources and supplies.
- Attend or represent the organization at conferences and organization in-services.
- Contract range: \$40 to \$50 per hour based on qualifications and experience.
- Reports to and works closely with the REMC Association Executive Director.

Application Deadline: February 23, 2021

Applications should be submitted online at

[https://docs.google.com/forms/d/e/1FAIpQLScHxN7ehXPqdgLX6jFrO5D2rYs7VR\\_omTzmG2eBDYYztkR45g/viewform](https://docs.google.com/forms/d/e/1FAIpQLScHxN7ehXPqdgLX6jFrO5D2rYs7VR_omTzmG2eBDYYztkR45g/viewform)

Questions should be directed to Sue Schwartz, Executive Director, [sueschwartz@remc.org](mailto:sueschwartz@remc.org)