

## Development Coordinator: Public Relations and Marketing job description

### Responsibilities

1. Develop a marketing communications plan including strategy, goals, budget and tactics
2. Develop media relations strategy, seeking high-level placements in print, broadcast and online media
3. Coordinate all public relations activities including parent and alumni relations
4. Direct social media to engage audiences across traditional and new media
5. Create content for press releases
6. Monitor, analyze and communicate PR results on a quarterly basis
7. Evaluate opportunities for partnerships, sponsorships and advertising on an on-going basis
8. Support website maintenance and updates through planning and scheduling
9. Engage in school community and events for planning, documentation, and communication (i.e. passage, portfolio, SLCs, fieldwork, and final product presentations)
10. Collaborate with school personnel, PTSO, and development committee

### Requirements and skills

- Proven working experience in public relations required
- Ability to work independently and as part of a team
- Establish relationships with both community partners and media outlets
- Exceptional writing and editing skills
- Solid experience with social media
- Event planning experience
- BA/MA degree in Marketing, Advertising, Communications or a related discipline

The Greene School is a statewide independent public charter school serving 210 students from over 20 communities across Rhode Island. Intentional diversity and inclusion increase the richness of ideas, creative power, problem-solving ability, and respect for others. The Greene School mission challenges the community to explore the interdependence of human and natural systems. Through a rigorous pre-college curriculum, we develop citizens and leaders engaged in finding peaceful and sustainable solutions to local and global challenges.

The Greene School embraces an expeditionary-based pedagogy and strives to impart the values of integrity, compassion, tolerance, perseverance, and responsibility—both personal as well as societal. By providing direct experiences in nature, along with the latest in environmental science and technology, we prepare our students to be informed, skilled, innovative, and involved community leaders. Our students will grow academically and socially, become the environmental stewards of the future, and actively manage the limited resources that we share as a global community.

As an EL Education credentialed school, we create classrooms where...

1. Learning is challenging
2. Learning is active
3. Learning is meaningful
4. Learning is collaborative
5. Learning is public

This is a part-time position of 20 hours/week (\$20,000-\$25,000). Interested candidates should send a resume and letter of intent-attention Lori Amore, Executive Assistant to the Head of School at [lamore@thegreeneschool.org](mailto:lamore@thegreeneschool.org).

Please post in the subject line: Development Coordinator

The Greene School does not discriminate based on race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, family/parental status, income derived from a public assistance program, or political beliefs.

**We encourage all interested candidates to apply.**