



POSITION ANNOUNCEMENT

Marketing Communications Strategist

Deadline for Application: May 24, 2024

Cooperative Educational Service Agency 10 (CESA 10) is looking for an individual to serve as a full-time Marketing Communications Strategist for the Facilities Management Department to be based in Chippewa Falls, Wisconsin. This position is primarily responsible for developing engaging content to achieve agency and customer goals. This position will use creativity and communication skills to draft press releases, fact sheets, reports, customer communications, and other promotional materials. Additionally, this role will coordinate and execute community engagement initiatives, event planning, and public relation campaigns for customers and the department. Position will work collaboratively to support achievement of department goals through strategic marketing efforts. Duties and responsibilities will vary periodically in relation to agency and Facilities Management goals and assigned functions.

A degree in Marketing, Public Relations, Communications, or equivalent combination of education, training, and experience is required and at least two years of experience is preferred. The ideal candidate will be proficient in the use of Microsoft Office Suite and Adobe Creative Suite along with excellent oral and written communication, and public relations skills.

Related Skills:

- Ability to work collaboratively with others at all levels
- Self-directed and flexible
- Skilled in the use of the Internet for information retrieval and dissemination
- Willingness to travel and work non-standard hours as required
- Willingness to learn new hardware and software

Performance Responsibilities:

- Develop engaging and innovative content for marketing materials.
- Develop and coordinate multi-faceted community outreach campaigns based on agency and customer needs.
- Coordinate and promote strategic planning sessions, community meetings, ground-breaking events, open houses, and grand opening ceremonies.
- Assist with video creation by setting up interviews, writing scripts, editing content.
- Create static marketing materials including newsletters, flyers, event materials, handouts, and other print media.
- Serve as the community engagement coordinator on school and agency special events by disseminating press releases and managing media relations.
- Maintain the Facilities Management pages of the CESA 10 website.
- Create and submit conference presentation proposals.
- Coordinate participation at conferences and events, including promotional materials, giveaways, booth coverage, and promoting attendance.
- Create marketing campaigns that embrace the department's mission and vision; provide analytics highlighting campaign successes and challenges.
- Work with subject matter experts to compose facility audits, school cost analyses, Fund 46 reports, and security assessments.

For full job description, see <https://tinyurl.com/3v4wmmhx>

This is a full-time position. Salary will be competitive. An excellent benefit package will be provided which includes health, dental, life and disability insurance, retirement benefits, Wisconsin Retirement System pension, and paid time off. Interested applicants should send a cover letter, resume, and salary history to lmcmahon@cesa10.k12.wi.us. Deadline for applications will be May 24, 2024.

Human Resources
725 W Park Ave, Chippewa Falls, WI 54729

It is the policy of CESA #10 to afford equal opportunity for employment to all individuals regardless of age, race, religion, color, sex, national origin or ancestry, handicap, physical condition, developmental disability (as defined in S.51.01(5)), arrest or conviction received (in keeping with S.111.32), sexual orientation or marital status.