

# NEWBURGH

ENLARGED CITY SCHOOL DISTRICT

Dr. Lisa Buon

Acting Superintendent of Schools

Ms. Onyx Peterson  
Ms. Mary Ellen Leimer  
Dr. Elisa Correa-Soto  
Dr. Shannon O'Grady  
Mr. Christopher Bayer  
Mr. Joseph McGrath  
Ms. Kimberly Rohring  
Dr. Natasha Freeman-Mack

Deputy Superintendent  
Interim Associate Superintendent of Schools  
Asst. Superintendent, Secondary Curriculum & Instruction  
Asst. Superintendent, Elementary Curriculum & Instruction  
Asst. Superintendent, Exceptional Learners  
Asst. Superintendent, Chief Information & Data Officer  
Asst. Superintendent, Finance/Chief Financial Officer  
Asst. Superintendent, Chief Equity Officer

DATE: May 30, 2025  
MEMO: TO ALL SCHOOLS-PLEASE POST  
FROM: Mary Ellen Leimer  
Interim Associate Superintendent of Schools  
RE: Anticipated Vacancy- Communications Strategist

This posting will close at 4:00 PM  
on Wednesday, June 4, 2025  
\*Not holding to 10 days\*

TITLE: Communications Strategist

**This position is Provisional and contingent upon results of the Civil Service Exam when issued.**

## **QUALIFICATIONS:**

1. Bachelor's Degree in Public Relations, or Communications, or Marketing or a comparable field.
2. A minimum of 2 years' experience in Public Relations; preferably in an educational setting
3. Strong proficiency in the art of storytelling and the writing of compelling, timely articles of relevance to target audiences.
4. Proficient in MS Office; familiarity with design software; familiarity with web design.
5. Thorough understandings of media relations, digital media strategies and industry trends
6. Excellent written and verbal communications skills
7. Strong interpersonal skills
8. Attention to detail; must maintain confidentiality
9. Expertise in the innovative and strategic use of all social media platforms
10. Familiarity with professional photography devices (i.e. Cannon, Nikon)

**JOB GOAL:** To support and develop strategies in marketing, public relations, and communication on matters pertaining to the district with professional ethics, confidentiality and the law. Manage media relations and serve as the primary spokesperson and news media contact; manage the district's social media content; provide communications and public relations counsel and advice to the superintendent and other school community stakeholders. Provide crisis communications advice and support in school and district emergencies; develop and implement public engagement strategies, when appropriate, to involve the community in decision-making and planning processes.

**Funding Source:** General Fund

- **Internal applicants must** submit a current resume and letter of interest to: Office of Human Resources, 124 Grand St. Newburgh, NY 12550 **OR FAX to: 563-3468**
- **External applicants** must respond via the OLAS Web Site ([www.olasjobs.org](http://www.olasjobs.org)).

MEL:tc