MID-OHIO EDUCATIONAL SERVICE CENTER
JOB DESCRIPTION

Date:	**11/18/2026**
Title:	**Media and Marketing Intern**
Reports To:	**Executive Director of Achievement & Leadership**
Employment Status:	**As Determined by the Executive Director of Achievement & Leadership**
Days:	**As Determined by the Executive Director of Achievement & Leadership**
MOESC Salary Schedule:	**Administrative Assistant**
FLSA:	**Non-Exempt**

QUALIFICATIONS

- Associate degree (Graphic Design, Marketing, Communications, Business) Required
- Strong and proven proficiency in digital media tools
- 1-2 years of hands-on experience in a marketing, communications, or media role, often demonstrated through internships or past campaign execution
- Preferred proficiency in graphic design and a strong working knowledge of industry-standard design software, web content platforms, and productivity tools
- Successfully pass BCI/FBI background checks

GENERAL DESCRIPTION

The Educational Service Center (ESC) seeks a creative, strategic, and detail-oriented Media & Marketing Intern to support communication and outreach efforts across the organization. This position is responsible for developing and implementing marketing strategies, managing digital and social media presence, creating engaging content, operating the internal print services, and promoting ESC programs, services, and partnerships to school districts and the broader community.

The ideal candidate is both a storyteller and a strategist; someone who can translate educational initiatives into compelling messaging that strengthens brand awareness, stakeholder engagement, and student-focused outcomes.

ESSENTIAL FUNCTIONS/SKILLS

To perform this job successfully, an individual must be able to satisfy each essential duty. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Marketing & Strategy

- Contribute to the development and execution of the comprehensive marketing and communications plans aligned with ESC goals
- Promote ESC programs, services, events, and professional development offerings
- Support the Human Resources department with recruitment marketing efforts for educational staff and ESC positions
- Collaborate with leadership and departments to identify marketing and communication needs

Content Creation & Media

- Create compelling content, including graphics, videos, newsletters, press releases, and web copy
- Manage and update the ESC website to ensure accurate and engaging information
- Produce multimedia content (photography, video, digital campaigns) highlighting ESC impact stories
- Maintain brand consistency across all platforms and materials
- Manage and operate the internal print services

Social Media & Digital Presence

- Manage and grow ESC social media channels (e.g., Facebook, Instagram, LinkedIn)
- Develop and maintain a consistent posting schedule
- Respond to inquiries and maintain professional, timely communication with audiences

Public Relations & Community Engagement

- Build relationships with local media outlets and coordinate press coverage
- Write and distribute press releases and media advisories
- Assist in planning and promoting community events, workshops, and ESC initiatives
- Support internal communications to staff and partner districts

Analytics & Reporting

- Track campaign performance using digital analytics tools
- Provide regular reports with insights and recommendations for improvement
- Monitor engagement metrics and adjust strategies to improve reach and effectiveness
- Evaluate marketing effectiveness and ROI

PERSONAL QUALITIES

- Experience working in education, public sector, or non-profit environments
- Video production with editing skills
- Familiarity with website content management systems (CMS)
- Experience with email marketing platforms and analytics tools
- Experience in budgeting and forecasting
- Creative thinking and visual storytelling

- Strong interpersonal and collaboration skills
- Strategic planning and organization
- Attention to detail and brand consistency
- Adaptability in a fast-paced environment
- Excellent verbal and written communication skills
- Proficient with Microsoft Office Suite (Word, PowerPoint, Excel), Google Workspace, or related software and/or equipment
- Maintains an acceptable attendance record and is punctual
- Uses diplomacy and exercises self-control when dealing with others
- Wears work attire appropriate for the position
- Accepts responsibility
- Exhibits a positive outlook
- Takes initiative
- Exhibits a service mentality and is responsive to internal and external client requests for service
- Participate in professional development that relates to the position
- Performs other duties as assigned by the Executive Director of Achievement & Leadership
- Shall remain free of any alcohol or non-prescribed controlled substance in the workplace throughout employment at Mid-Ohio ESC

WORKING CONDITIONS

The physical demands described here are representative of those required of an employee to successfully perform the essential functions of this job. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

- Adjust work hours necessary to complete duties
- Occasional exposure to blood and bodily fluids
- Occasional operation of a vehicle under inclement weather conditions
- Occasional interaction among unruly students/adults, including the need to intervene physically in crisis prevention
- Prolonged periods of sitting at a desk and working on a computer
- Physical abilities include standing, walking, sitting for extended periods, operating a computer, talking/hearing, near and far visual acuity/depth perception/color vision/field of vision required, and occasionally reaching with hands and arms

PHYSICAL DEMANDS

- Work requires definite, skilled, and accurate physical operations requiring some closely coordinated performance
- Work requires handling average-weight materials or equipment (up to 50 pounds), but not for sustained periods

- Operate internal print services (high-capacity color and B&W digital printers, stapler/binders, hole punch, paper cutter, etc.) and standard office equipment (computers, word processing, spreadsheets, and communication software) and marketing and video production software and tools.

EVALUATION

Performance of this job will be evaluated by the Executive Director of Achievement & Leadership or designee, in accordance with Mid-Ohio ESC board policy. The information contained in this job description is for compliance with the Americans with Disabilities Act (A.D.A.) and is not an exhaustive list of the duties performed for this position. Additional duties are performed by the individuals currently holding this position, and additional duties may be assigned by the supervisor, appointing authority, or designee.

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Employee Signature Date Received

The Mid-Ohio Educational Service Center is an equal opportunity employer.

Board Approval 11/18/2026