



Marketing & Strategic Communication

Tell your story, your way.

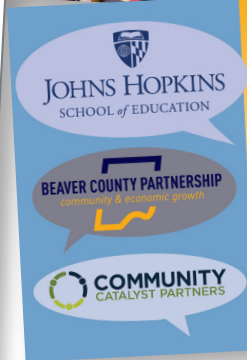
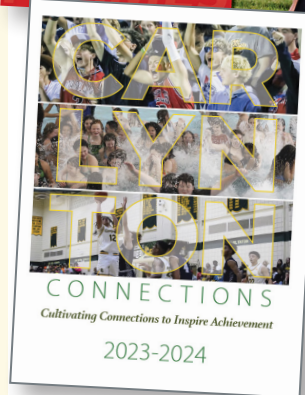
Through its Marketing and Strategic Communications Department, the Allegheny Intermediate Unit (AIU) offers a spectrum of marketing communication services to support and elevate the work of school administrators.

Services at a glance

- Branding/Rebranding
- Communication Audits
- Content Production
- Crisis Communication
- Digital Marketing
- Graphic Design
- Marketing
- Media Relations
- Photography
- Public Relations
- Publications (digital and print)
- Search Engine Optimization (SEO)
- Social Media Management
- Strategic Communication
- Signage
- Student Recruitment
- Video Production
- Website Management

Click this link

or scan the QR code to access samples of our work.



We accommodate the needs of administrators at three service levels

FULL SERVICE

At this service tier, districts are assigned a dedicated communication specialist to meet their needs year-round, with supervision from the department head and support from the rest of the AIU team. Pricing is based on a percentage of a full-time-equivalent communication specialist, with hourly rates for additional services.

SUPPLEMENTARY SUPPORT

Sometimes there aren't enough hours in the day to do it all. Delegate one or more specific responsibilities to a dedicated communication specialist—freeing up time for internal staff to address more urgent matters. Our staff can also complement your district's in-house services with specialized expertise, such as graphic design or video production. Pricing may be based on hourly rates or a flat fee.

SPECIAL PROJECTS

School districts enlist us to carry out a variety of special projects, including video production, recruitment campaigns and communication audits. Pricing may be based on hourly rates or a flat fee.

In addition, we are available free of charge to advise school district personnel regarding strategic marketing and public relations initiatives, and we hold regular role-alike meetings for school public relations officers to discuss timely communication-related issues.

Questions, please contact:

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