



## COMMUNICATIONS COORDINATOR

Classification: Professional-Technical Level 3

Location: District Office

Reports to: Communications Director

FLSA Status: Exempt (Administrative)

Employee Group: Professional-Technical

The job description does not constitute an employment agreement between the district and employee and is subject to change by the district as the needs of the district and requirements of the job change.

### **Part I: Position Summary**

Responsible for developing or assisting in the development of public information and media releases and communications.

### **Part II: Supervision and Controls over the Work**

The communications coordinator serves under the direction of the director of communications. The coordinator is assigned general areas of responsibility and receives project and special assignments from the director. Performance is evaluated for professional quality, timeliness, compliance with district policies and procedures, and meeting the directions and expectations of the manager.

### **Part III: Major Duties and Responsibilities**

Duties may include, but are not limited to:

1. Assists in developing and carrying out internal and external communications. Collaborates with the director and other district administrators to stay abreast of district programs and issues. Prepares, or assists in the preparation of, communications that serve to inform internal and external audiences on district issues and that effectively present the district's position.
2. Participates in developing communication strategies to support district initiatives, educational program and operational initiatives, and in response to specific events and issues. Utilizes the most effective communication tools and techniques to present the district's position including news releases, desktop publishing, graphics, video and TV productions, web and print design, social media and analysis of their effectiveness.
3. Collaborates with and maintains effective relations with district staff, media, local agencies and community and special interest organizations. Utilizes such relationships to effectively communicate the district program. Participates in planning and organizing community, family, partnership, student, staff, and other communication and public relations events.

4. Creates and edits communication release developed for and by other staff and departments. Exercises an extremely high degree of accuracy and correctness when preparing and editing communications materials to assure proper syntax, grammar and punctuation and alignment with district brand.
5. Applies a professional understanding in structuring communications relative to the intended audience and the anticipated reactions and concerns.
6. Undertakes research for assigned projects to identify historical and contemporary information that is essential to the district's position and communications.
7. Manages district communications through district systems or similar product, including training others, managing the platform, and being the content expert.

Performs other duties as assigned.

**Part IV: Minimum Qualifications**

1. Must have successful experience in working with culturally diverse families and communities, or have otherwise demonstrated a commitment to strengthening engagement of a diverse community and skill in communicating with a diverse population.
2. Bachelor's degree in communications, journalism or directly related fields.
3. Minimum of two years of progressively responsible experience in public relations and communications.
4. Strong understanding of successful customer service and ability to establish and maintain effective relations with patrons and staff.
5. Extremely effective oral and written communications and presentation skills; strong analytical ability, and the ability to prepare efficient and effective communications.
6. Ability to use office technology and publishing software.
7. Ability to work both independently and cooperatively.
8. Ability to organize work, set priorities, and meet deadlines.

**Part V: Desired Qualifications**

1. Experience in a public employment or non-profit environment (Preferable in education).

**Part VI: Physical and Environmental Requirements of the Position**

The physical demands and work environment described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.



## **COMMUNICATIONS COORDINATOR**

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is frequently required to sit, talk, lift, bend, carry, move about, hear and speak. Employee may be required to perform extensive work at a computer display terminal.

The employee must lift and move 25 to 50 pounds.

Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.