



COMMUNICATIONS COORDINATOR

Position Summary

The Communications Coordinator works to implement the district's communication plans and strategies to continually enhance the relationship between the district and staff, students, parents and community.

This position serves as the primary contact for news media and acts as a district spokesperson; develops and implements internal and external communications plans and programs; coordinates production and distribution of district information through a variety of channels; and manages special projects and events.

The ideal candidate has excellent written and oral communication skills and is able to both plan overall communication strategies and produce clear, compelling and accurate content, on tight deadlines, with close attention to audience, goals, messaging and tone. The ideal candidate is able to effectively utilize traditional, current and advanced communication tools and technologies to enhance effective public relations. The ideal candidate has excellent project management skills, an upbeat and collaborative approach, and the ability to work well with interdepartmental teams and contractors.

Supervisory Relationship

This position reports to the Chief of Staff.

Primary Duties and Responsibilities

1. Manage daily news media relations. Serve as a district spokesperson.
2. Develop and implement communications plans and community engagement plans.
3. Plan and produce district publications in print and electronically, coordinating with other staff and contractors such as printers and graphic designers.
4. Write, produce and edit other communications including news releases, reports, articles, correspondence, speeches and presentations.
5. Manage ongoing content development and curation of the district website.
6. Manage the district's social media pages and presence.
7. Plan and coordinate special projects and events.
8. Respond to public inquiries, commendations and complaints as assigned.
9. Provide communications advice and support to department directors, school principals and staff, especially regarding school crisis communications and other immediate issues.
10. Provide communications support during emergencies, working closely with others in the incident command structure to disseminate accurate information in a timely fashion.
11. Work with all members of the school community in promoting good public relations.
12. Perform other duties as assigned.

Qualifications, Knowledge, Skills and Abilities

1. Excellent oral and written communication skills, including writing, editing and proofreading in Associated Press style, standard business styles and colloquial styles.

2. Ability to quickly write clear, concise, grammatically and factually correct copy in varying styles.
3. Ability to effectively and concisely summarize and communicate district goals, policies, practices and programs to staff and the community.
4. Ability to work independently with minimal supervision as well as work effectively in a team setting.
5. Proactive self-starter with an ability to work in a high-energy, high-volume, fast-paced environment.
6. Flexibility and adaptability to changing situations, priorities and workloads.
7. Excellent organizational, time management, project management and problem-solving skills to coordinate and complete multiple simultaneous projects.
8. Ability to effectively collaborate and communicate with other staff and stakeholders, including those from diverse language and cultural backgrounds.
9. Ability to exercise discretion in confidential and sensitive matters.
10. Ability to respond effectively with calm, tact and sound judgment in stressful situations.
11. Knowledge of the principles and practices of public relations, mass communications, and community relations including internal and external communications programs.
12. Experience in skill building and maintaining positive relationships with local news media.
13. Knowledge and understanding of public education goals, objectives and policies.
14. Knowledge of the district and the local community.

Education and Experiences

- Bachelor's degree in public relations, communications, journalism, or a related field.
- At least 3 years of experience in a full-time communications position working with both print and electronic media; or any combination of experience and training that provides the required knowledge, skills and abilities.

ADDITIONAL INFORMATION	
Employee Unit	MAPS
Pay Grade	Grade 5
Developed by	Kerry Delf, Chief of Staff
Approved by	Cydney Vandercar, Asst. Superintendent Adm. Svcs
Last revised	October 8, 2019