



HUNTINGTON BEACH CITY SCHOOL DISTRICT

Communications Coordinator

Established date: 5/18/2021

GENERAL PURPOSE

Under the general direction of the Superintendent, the Communications Coordinator plans, develops and implements strategic communications regarding all aspects of the District's communications plans; advises and manages effective media, community and public relations; develops and maintains editorial and graphics standards; and facilitates a variety of public information and community relations activities, events, projects, inclusive to internal and external communications.

ESSENTIAL DUTIES AND RESPONSIBILITIES

1. Develop and implement an effective district-wide strategy to effectively communicate with staff and constituents, and establish and maintain positive relationships with multiple stakeholders.
2. Provide information to news media and develop press releases and arrange interviews for representatives of newspapers and other media for public information in compliance with policies, regulations, and guidelines concerning public information.
3. Develop and maintain professional working relationships with newspapers and other media representatives.
4. Assist school site and district office administrators in the development of effective communication mechanisms such as brochures, newsletters, websites, and other forms of written and electronic materials.
5. Manage content of district communication tools, including websites, press releases, photo opportunities, community notifications, and social media.
6. Coordinate public communications during significant events and potential crisis situations.
7. Coordinate requests for public records.
8. Organize, develop, and recommend graphic and photographic options for publication.
9. Design, create, and coordinate the production of publications, logo design and branding, charts, graphs, and other printed or electronic materials to enhance appearance and understanding.
10. Develop and prepare visual materials, such as videos, for presentations and communications.
11. Serve as photographer at district events and functions.
12. Effectively use and manage a full range of communication tools, including web, video, and social media and determine which tool is appropriate for what purpose and with what impact.
13. Provide consistent social media and web content and monitor web and social media content developed and published by other district departments and school sites.
14. Assist in the formulation and modification of the district's community outreach procedures and practices.
15. Represent the District's communications needs as a member of the Superintendent's cabinet.
16. Arrange for reproduction of printing and distribution of public relations materials within prescribed timelines.
17. Act as a liaison between site and/or district administrators in gathering and sharing factual information with the media and public-at-large.
18. Communicate District program information to all stakeholders, including community leaders and the business community.
19. Attend Board of Education meetings and other meetings as directed by Superintendent.
20. Perform other related duties as assigned.

MINIMUM QUALIFICATIONS

Knowledge Of:

1. Principles, practices, techniques, and methods of gathering, preparing, and disseminating public information.
2. Principles of techniques for digital photography, video broadcasting, and graphic design.
3. Human relationships and team building methods and techniques.
4. Current social media applications.
5. Public speaking.
6. Organizational, planning, and program management strategies, techniques and procedures.
7. Emerging technologies and trends on graphic design and publishing/web technologies.
8. Board, District, and legal policies, procedures, and regulations pertaining to news and public information.
9. Promotional public relations activities.
10. Fundamentals of writing, composition, layout, and production of media communications.
11. Methods, techniques, and procedures pertaining to the preparation of news releases, news copy, promotional brochures, and other informational materials.
12. Local resources.
13. Oral and written communication skills, including appropriate English usage, grammar, punctuation, spelling and editing, and proofreading techniques.
14. Basic computer operation and software programs related to graphic design, websites, and publishing.

Ability To:

1. Establish and maintain effective communication and strong cooperative relations with community, business, government, parent and school representatives.
2. Assist in developing, implementing, and evaluating goals related to strategic communications.
3. Plan, organize, and coordinate a public information and community relations program in accordance with applicable rules and regulations.
4. Coordinate production and printing of publications and promotional materials in an effective and appropriate manner within designated timelines.
5. Establish priorities and work under pressure to meet deadlines.
6. Seek appropriate resources.
7. Develop appropriate training and effectively train staff.
8. Implement collaborative team building processes.
9. Plan and organize work.
10. Analyze situations and plan and adopt effective courses of action.
11. Read, interpret, apply and explain rules, regulations, policies, and procedures.
12. Maintain accurate records.
13. Prepare clear, concise, complete reports.
14. Communicate effectively both orally and in writing using a journalistic and technical writing style.
15. Prepare and deliver presentations.
16. Effectively work with diverse groups of individuals and handle situations with tact, diplomacy and discretion.
17. Effectively deal with parents, students, and staff members.
18. Speak within careful bounds of stated or implied policy.
19. Work flexible hours that may include evening and weekend events.

Education, Training and Experience:

Bachelor's degree in communications, public relations, or related field and at least three years of experience working in community relations, public information, marketing, or related field. Experience in a public school setting is preferred.

Other Requirements:

- Possession of a valid California driver's license.
- Completion of fingerprinting is required prior to the first day of work.

PHYSICAL DEMANDS AND WORKING CONDITIONS

While performing the duties of this job, the employee is regularly required to sit, walk, stand, talk, and hear. Specific vision abilities required include close vision and distance vision. Must be able to physically lift up to fifteen (15) pounds. Frequent driving is performed while meeting the demands of this job. The individual must meet deadlines with severe time constraints, interacting with the public and other employees. Occasionally the position requires the employee to work irregular or extended hours, direct responsibility for the safety, well-being or work output of other people and meet multiple demands.

WORK ENVIRONMENT

The work environment is generally at the district office and includes visits to school campuses. The noise level is usually moderate. The position has frequent interruptions.

Reasonable accommodation may be made to enable a person with a disability to perform the essential functions of the job.