



COORDINATOR, COMMUNICATIONS

Rev. Jul 2017

Job No.: D437

Reports to: Chief Communications Officer

Dept./Campus: Communications

FT FLSA Status: Exempt

Pay Grade: DA4

Term: 226 Days

PRIMARY PURPOSE

Coordinate the the development, implementation and monitoring of the district's communications program, which includes writing, video production, digital media, social media strategies, public relations, media relations, event planning and branding of the district as a district of excellence.

MAJOR RESPONSIBILITIES AND DUTIES

- Coordinate and oversee the day-to-day support for the operations of the communications program.
- Assist the Chief Communications Officer on matters regarding assigned programs.
- Determine and utilize effective communication strategies in dealing with staff, parents, the community and the news media.
- Support district leadership with communication needs, such as writing weekly newspaper columns, writing speeches, creating presentations and webcast scripts.
- Responsible for content, design, enhancement and maintenance of district website, with the support of assigned staff.
- Responsible for the writing, editing, designing and layout of newsletters, pamphlets, brochures, reports and other publications for internal and external audiences, with the support of assigned staff.
- Oversee the planning by the communication staff to support the district's and other departments' programs of community engagement activities and forums.
- Develop, recommend and execute communication plans for district and department initiatives.
- Respond to public and media requests for information and develop news releases.
- Pitch and arrange interviews for media and providing assistance with media events.
- Assist in providing media management during emergency or crisis situations.
- Assist in providing media relations training and support for appropriate staff.
- Manage the Emergency Notification Management program with the support of assigned staff.
- Keep abreast of innovative practices.
- May train staff in the use of the Internet or related to websites or electronic communication.
- Organize and participate in groups that support the district's guiding documents.
- Supervise the design, implementation and measuring of assigned programs to communications staff.
- Assist in preparing the annual operating budget for the department and implement and monitor assigned budgets.
- Prepare quarterly activity reports.
- Model core organizational values and beliefs; communicate openly and effectively within and across teams; and manage resources to effectively support district goals.
- Demonstrates regular and prompt attendance.
- Perform other duties as assigned.

SUPERVISORY RESPONSIBILITIES

- None

GENERAL QUALIFICATION GUIDELINES

Education/Certification/Experience:

- Bachelor's degree in journalism, public relations, communications or related field
- Experience in editorial and desktop publishing experience; some supervisory experience of a professional staff.

Knowledge/Skills/Abilities:

- Knowledge of basic design principles and of printing processes; page layout and design; acceptable development/public relations practices and principles; and Internet infrastructure and practices.
- Skill in organizing daily tasks of assigned staff; implementing long-range and immediate plans; writing, editing, grammar and AP style; website design; desktop publishing (InDesign) and word processing; organization projects and verbal and written communication.
- Ability to assess communication needs; to recommend and execute effective communication strategies; to work with influential stakeholders on sensitive issues impacting the community; to manage multiple projects and deadlines; and to detect, analyze and solve technical problems.

Mental/Physical/Environmental Demands

- Needs to occasionally move about inside the office to access file cabinets, office machinery, etc.
- Constantly operates a computer and other office productivity machinery, such as a calculator, copy machine, and computer printer.
- Ability to understand, remember, and communicate routine, factual information.
- Ability to organize and prioritize own work schedule on short-term basis.
- Ability to make decisions which have moderate impact on immediate work unit.
- Ability to compose letters, outlines, memoranda, and basic reports and/or to orally communicate technical information.
- Ability to add, subtract, multiply, divide and to record, balance and check results for accuracy.
- Ability to work in fast-paced, multi-priority environment.
- Ability to handle difficult conversations and deescalate employees, staff, and parents.
- Use standard office equipment including personal computer and peripherals.
- Prolonged sitting; occasional bending/stooping, pushing/pulling, and twisting.
- Repetitive hand motions including frequent keyboarding and use of mouse; occasional reaching.
- Occasional light lifting and carrying (less than 15 pounds).
- May work prolonged or irregular hours.
- Work with frequent interruptions.
- Maintain emotional control under stress.