



HUMBLE INDEPENDENT SCHOOL DISTRICT

Job Description

Web and Mobile Communications Coordinator

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Reports to:	Web and Mobile Engagement Manager
School/Department:	Public Communications Office
Pay Grade:	Administrative Management Pay Grade 3
Work Days:	226
Wage/hour status:	Exempt
Created/revised:	October 2018

Primary Purpose:

The Web and Mobile Communications Coordinator is responsible for providing administrative management, design, implementation, training and support on communication platforms including websites, mass emailing and text messaging, surveying software, mobile apps, social media, and any current or future applications for mass and interactive communications. The Coordinator serves as a central point of reference on these platforms for staff in 20 to 30 buildings and provides support all initiatives of the Public Communications Office.

Qualifications:

Education/Certification:

- Bachelor's degree in Communications, Technology, Graphic Design, Education, or closely related field from an accredited college or university recognized by the US Department of Education.

Special Knowledge/Skills:

- Expert knowledge in Microsoft Office Suite and Google Drive including desktop publishing, word processing, spreadsheets and file maintenance and database management
- Proficient knowledge of HTML, Adobe Creative Suite and graphic design
- Skill in use of social media, electronic communications, mobile apps, web content and design
- Skill in English grammar, spelling, punctuation, fact-checking and proofreading
- Skill in gathering/organizing/analyzing/interpreting data, applying concepts to assist in formulating conclusions and developing recommendations and solutions
- Skill in communicating effectively with diverse groups, both verbally and written, utilizing professionalism, poise, tact and diplomacy.
- Skill in coordinating and conducting communications technology training for adults
- Ability to identify problems, analyze information, and implement solutions
- Ability to perform duties with attention to detail, speed, accuracy, follow-through, courtesy, cooperativeness and work with minimum supervision
- Ability to maintain confidentiality and use discretion of privileged and sensitive information and issues involving privacy concerns
- Ability to manage multiple tasks simultaneously, work collaboratively, and independently to meet deadlines.
- Ability to maintain effective working relationships with a wide variety of District personnel and outside organizations, vendors, potential and established partners

Experience:

- Three years work experience with managing and training/teaching others on web and mobile communication platforms.



Major Responsibilities and Duties:

1. Manage the mass notification system for assigned campuses and buildings: training staff to use the system, resolving issues as they arise, serving as a liaison with the company that provides the system, and keeping the database accurately updated.
2. Manage school and district websites for assigned campuses and buildings: training staff to write, design, organize and edit web pages, resolving issues as they arise, and serving as a liaison with the company that provides the system.
3. Support the development and analysis of more than 150 public surveys and forms annually.
4. Update annual compliance reports on district and campus websites including: Annual Performance Report, Federal Report Card, Texas Academic Performance Reports, Texas School Reports, and Community and Student Engagement.
5. Attend Board of Trustees meetings as assigned, ensuring quality audio/video recording for website postings in compliance with law.
6. Help lead professional development sessions for Campus Webmasters year-round.
7. Audit campus websites for compliance and accessibility of information.
8. Develop training materials such as Quick Guides and instructional videos for communication applications.
9. Implement and provide districtwide staff development to support the effective use of digital communication platforms.
10. Implement and monitor social media accounts for assigned campuses and buildings, including taking actions and making recommendations to address and prevent cyber vandalism.
11. Research and implement new digital communication tools or strategies.
12. Monitor analytics to make web and mobile communications' improvements and to provide data to district leadership.
13. Write, design and edit content for publication and presentations.
14. Ensure that submitted news items, requests for communication services, or questions from the public are channeled to the responsible staff member on a timely basis.
15. Support execution of large-scale special events and community engagement projects including during non-traditional work hours.

School/Organization Climate

1. Maintain professional behavior, promote a positive image, appearance, and work ethic to represent the District in a positive manner at all times and work in a team environment that supports the vision and mission of the District.
2. Maintain a positive and effective relationship, good judgment, and decision making with coworkers, supervisors, other district personnel, outside agencies and organizations, parents, and the community.
3. Ability to maintain professional behavior, appearance, and work ethic to represent the District in a positive manner at all times and work in a team environment.

Communication

1. Maintain a positive and effective relationship with coworkers, supervisor, students, parents, District officials and employees, vendors, and the general public.
2. Provide outstanding customer service.
3. Maintain good judgment and decision making when dealing with supervisor, co-workers, students, parents, District officials and employees, and the general public.

Policy, Reports, and Law

1. Be familiar with and monitor compliance with the Texas Public Information Act; the Family Educational Rights and Privacy Act (FERPA); Texas Ethics Commission opinions and laws



related to school district elections; the National Incident Management System (NIMS) framework; and all Humble ISD policies.

Personnel Management

1. Monitors attendance of campus staff expected to participate in professional development on web and mobile communication platforms and report problems or issues.
2. Monitor use of digital communication platforms by district staff and investigate problems or issues.
3. Assists with the training and supervision of communication interns and/or contracted service professionals employed for special projects

Other

1. Maintain confidentiality of privileged and sensitive information when received and distributed to appropriate designees.
2. Attend professional growth activities to keep abreast of innovations in the related industry.
3. Listed on the district's Emergency Response List and responsive with internal and external communications during crisis situations, including during non-traditional work hours.
4. Responds to after-hours emergencies as needed.
5. Perform other duties as assigned.

Supervisory Responsibilities:

None

Mental Demands/Physical Demands/Environmental Factors

Maintain emotional control under stress.

Occasional prolonged and irregular work hours

Occasional travel outside of school district boundaries

Frequent interruptions

Workload is deadline driven

Prolonged use of equipment and computers

Office atmosphere may be noisy and hectic.

Frequent contact with parents, community, and/or other district/campus employees

Sitting, standing, kneeling, squatting, stooping, bending, pushing, pulling, twisting, and lifting

Lifting up to 25 lbs

Daily attendance and punctuality are essential functions of the job

The foregoing statements describe the general purpose and responsibilities assigned to this job and are not an exhaustive list of all responsibilities and duties that may be assigned or skills that may be required.

Approved by _____

Date _____

Reviewed by _____

Date _____