

## **COMMUNICATIONS COORDINATOR**

### **DEFINITION**

Under general direction from Superintendent and Cabinet, performs professional-level public relations work in support of the District's public information and community outreach strategies; develops and maintains strong partnerships with the news media, community, and school groups; and performs other related duties as required.

### **ESSENTIAL DUTIES**

- Works with the Superintendent and Cabinet in the development and coordination of District marketing and community outreach plan.
- Works closely with the Superintendent and Cabinet in solving public relations issues and assists with communication during emergencies and/or crisis events including receiving and assessing information as well as cooperating with news media, law enforcement and other agencies.
- Plans, develops, and implements public relations strategies and activities.
- Designs and implements communication strategies that maximize community and stakeholder engagement.
- Conducts formal and informal research to determine public opinion and attitude as a basis for District planning and action.
- Consults with administrative and school staff to assist in developing an understanding of District aims, objectives, and programs.
- Manages an array of public and internal information activities utilizing multiple sources, including print, television, radio, and online media.
- Manages content of District communication tools, including websites, press releases, photo opportunities, announcements to the community, public access television, social media, telephone messaging, including District photography and video production.
- Writes articles, feature stories, news releases covering District activities, drafts statements and special reports, develops brochures, newsletters, and other District publications.
- Plans, manages, and publicizes District sponsored community and other events including special programs, tours, press conferences, exhibitions, etc.
- Develops and maintains relationships with local media and serves as liaison between the District and news media.
- Facilitates parent and community involvement in schools and represents the District with parent, community, government, and other groups related to the District.
- Assists with regular and special District elections by disseminating information.
- Attends Board Meetings and other meetings as directed by the Superintendent and Cabinet.
- Performs other job-related duties as assigned.

## **QUALIFICATIONS**

### Knowledge of:

Public information channels and methods, techniques and equipment used in photography and video production; newspapers, radio, television, and other communications media sources and resources; diverse cultures in the community; research methods, fact sources, and statistical presentation; correct English usage, spelling, grammar, and punctuation; and editing and proofreading techniques; school district goals, organization, and operation.

### Ability to:

Communicate effectively in written form utilizing a journalistic and technical writing style; translate ideas and suggestions into an effective public relations program; gather, analyze, evaluate, and interpret information and data; write reports, news releases, and related data in a creative, clear, concise manner for broad public appeal as well as specialized audiences; digest, abstract, and condense reports; establish and maintain effective working relationships with representatives of news media, District employees, and community representatives; relate effectively to a diverse population; deal tactfully and effectively with employees, media representatives, public officials, parent groups, local organizations, and the community; proficiently use current technology for performance of duties including graphic design and publication/print software; articulate District positions, policies, and procedures; prepare and deliver effective oral presentations; maintain confidentiality of sensitive and privileged information; organize, edit, and lay out publications.

## **PHYSICAL DEMANDS:**

This position classification performs work which involves the occasional lifting, pushing and/or pulling of objects which may approximate thirty (30) pounds. Primary functions require sufficient physical ability and mobility to work in a school and office setting; to stand or sit for prolonged periods of time; to occasionally stoop, bend, kneel, crouch, reach, grasp, and twist; to operate computer equipment requiring repetitive hand movement and fine coordination including use of a computer keyboard; and to verbally communicate to exchange information. This position requires hearing and speaking accurately to exchange information in person or on the telephone; clarity of voice to give oral presentations; seeing to read a variety of materials. Individuals in this class require vision (which may be corrected) to read small print; and require good color perception.

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

## **EXPERIENCE AND EDUCATION**

Any combination of experience and education that could likely provide the required knowledge and abilities would be qualifying. A typical way to obtain the job required knowledge and abilities would be:

Education and Experience: A bachelor's degree from an accredited college or university and five years of professional experience in public relations or public information demonstrating mastery of communications skills. Some experience working or volunteering in public schools is desirable.

License Requirement: Possession of a valid California Motor Vehicle Driver's License.

Condition of Employment: Insurability by the District's liability insurance carrier.