

	<h2>Communications Coordinator</h2>	<p style="text-align: center;">MHELA Classified Position</p> <p>Initial Date: October 1, 2015 Board Approval: October 6, 2015 Range: Classified Management Reports to Superintendent</p>
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DESCRIPTION OF BASIC FUNCTIONS AND RESPONSIBILITIES:

Under the direction of the Superintendent, plans, coordinates and implements a comprehensive public and staff information program; maintains communications links with news media, parents, employees, business, community groups, and other agencies; designs, writes and edits material for publication; meets with community groups, employee groups, district staff and others as the District information representative; provides assistance to the Superintendent on community relations and other matters; performs other related duties as required. Oversees assigned technical or office support staff.

REPRESENTATIVE DUTIES:

- Work directly with the superintendent to plan, develop, organize, and direct a highly visible and comprehensive public relations program to enhance the District’s image to its wide variety of constituents
- Develop and implement the District’s strategic plan for community relations, interagency collaboration, internal communication systems, and parent and community engagement
- Establish means of communication with District employees; prepare and distribute newsletter related to a variety of District-related matters
- Oversee the maintenance, accuracy, and relevancy of District website content and design Advises principals and administrators on effective web site content for departmental and school site web pages
- Develop and review content for District web site, collaborate with the technology department in implementing content
- Coordinate public information relative to new or developing programs; write or review articles and statements; and advise District administrators and other personnel or public-relations aspects of such programs
- Initiate and maintain communications with the non-English speaking media and the populations they represent either directly or using translator/interpreter services
- Serve as primary contact during emergencies and provide immediate responsiveness including receiving and assessing information, cooperating with news media, law enforcement, and others, and informing appropriate District personnel
- Serve as the District’s spokesperson to the media
- Plan, organize and develop video/multi-media productions
- Perform research, compiles data, and writes reports, presentations, and speeches for the Superintendent and other District leaders
- Attend Board of Education meetings and serve as a liaison to the media; coordinate requests for interviews, respond to questions and provide results of Board actions as appropriate
- Gather information, informs District leaders, and offers recommendations for positioning the District on emerging issues, policies, and situations
- Participate in staff meetings and professional conferences, as necessary
- Attend a variety of meetings in the community with parents, business groups and organizations to promote and share information about the District
- Conduct tours for community groups and visiting dignitaries
- Communicate with other administrators, personnel and outside organizations to coordinate activities and programs, resolve issues and conflicts, and exchange information
- Develop a variety of proactive approaches and programs to enlist community interest and support for endorsement of bond issues, ballot measures and other District supported, school related legislation
- Coordinate District participating in charitable contribution campaigns
- Receive and provide all Public Records Act requests in a timely manner
- Manage a regular review process to keep all Board policies updated
- Represent the Board and Superintendent at various District and community events
- Delegate and oversee various communications responsibilities to technical or office support staff

KNOWLEDGE, SKILLS AND ABILITIES:

- Knowledge of public relations and marketing strategies
- Ability to use computer and media-related programs
- Skill to maintain patience, tact, and courtesy with others in a calm and professional manner
- Ability to maintain and update communication on the Internet via web pages and social media
- Skill and ability to maintain accurate and relevant District website content and design
- Ability to effectively supervise and motivate assigned personnel to perform at a satisfactory level
- Ability to use good judgment and a strong sense of ethics
- Skill to read, interpret, apply, and explain rules, regulations, policies, and procedures
- Skill to handle multiple tasks, work under pressure, and work with priorities/deadlines subject to frequent change
- Ability to analyze situations quickly and accurately, and adopt an effective course of action while demonstrating tact, diplomacy, and confidence
- Ability to collaborate in team efforts and projects
- Ability to lift light objects according to safety regulations

EDUCATION AND EXPERIENCE:

- Bachelor's degree required, preferably with courses in journalism, communications, broadcasting, media, human relations, and/or marketing and public relations
- A minimum of five years of recent work or consulting experience primarily in media and communications or community related non-profit campaigns
- Spanish-speaking preferred

LICENSES AND OTHER REQUIREMENTS:

- Valid California driver's license; provide personal automobile

WORKING CONDITIONS:

ENVIRONMENT:

- At times will encounter angry, upset, dissatisfied or abusive individuals
- Work environment is a combination of an office setting and traveling to school sites or community locations

PHYSICAL DEMANDS:

- Requires willingness and ability to work effectively and move about in an office and travel to local areas
- Physical, mental and emotional stamina to work more than an eight-hour day under sometimes-stressful conditions, with frequent distractions and interruptions
- Ability to sit for extended periods of time
- Ability to lift up to 40 pounds on an intermittent basis
- Sufficient mobility to enter/exit a vehicle and drive to various locations
- Sufficient mobility to lift, carry, bend, stoop, push/pull, stand and walk to install, repair and transport technology equipment
- Sufficient hand/eye coordination and manual dexterity to use a wide variety of office and technology equipment, to keyboard and write, file and maintain records

EMPLOYMENT STANDARDS:

Dexterity and physical condition to maintain a rigorous work schedule and meet standards of physical and mental health. To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions of the position. Individuals must maintain a professional attitude and appearance.