

SCHOOL DISTRICT OF FLAGLER COUNTY

JOB DESCRIPTION

COORDINATOR OF COMMUNICATIONS

QUALIFICATIONS:

1. Bachelor's degree in journalism or communication and public relations from an accredited educational institution. Master's Degree preferred.
2. Five (5) years experience in communications or public relations.
3. Valid Florida driver's license.
4. Satisfactory criminal background check and drug screening.

KNOWLEDGE, SKILLS AND ABILITIES:

1. Knowledge of the school district and school programs.
2. Ability to relate to people with varied backgrounds and interests.
3. Ability to interview. Ability to deal with crisis situations.
4. Ability to communicate orally and in writing.
5. Ability to plan, organize and establish priorities related to assignment.
6. Ability to carry out job responsibilities and handle sensitive information in a confidential manner.
7. Ability to work independently and make decisions with minimum supervision.
8. Ability to handle multiple tasks in a professional and courteous manner.
9. Ability to answer a telephone in a professional and courteous manner.
10. Ability to work cooperatively with others.

REPORTS TO:

Superintendent

JOB GOAL

To assist the Superintendent and district staff in clearly communicating essential information to district personnel, members of the community and members of the press in a timely manner.

SUPERVISES:

Community Engagement Specialist

PERFORMANCE RESPONSIBILITIES:

1. Develop and execute a comprehensive district-wide communications plan to communicate with both internal and external audiences.
2. Promote family and community engagement by establishing and maintaining relationships with community partners.
3. Develop and manage district community engagement programs.
4. Present at workshops and meetings as needed.
5. Participate in the planning and coordination of district programs.
6. Provide support to the Superintendent on effective means to share and implement the vision and mission of the District.
7. Develop and distribute public information materials and media releases pertaining to school information and programs using various methods, including social media.
8. Serve as district videographer and photographer for school and district events.
9. Identify and develop speaking opportunities for the superintendent and other district leaders in the community.
10. Design and produce district print publications such as informational brochures, newsletters, postcards, flyers, and invitations.
11. Collaborate with the district webmaster to create and update the district website.

COORDINATOR OF COMMUNICATIONS (Continued)

12. Survey and Assess community and employee opinions and attitudes with the goal of improving communication.
13. Meet and deal effectively with the general public, staff members, parents, administrators and other contact persons using tact and good judgment.
14. Follow attendance, punctuality and other qualities of an appropriate work ethic.
15. Ensure adherence to good safety standards.
16. Maintain confidentiality regarding school/workplace matters.
17. Model and maintain high ethical standards.
18. Maintain expertise in assigned area to fulfill position goals and objectives.
19. Participate successfully in the training programs offered to increase skill and proficiency related to assignment.
20. Act as a liaison between school district, personnel, members of the community and the press.
21. Assist the Superintendent, School Board, district and building personnel, and assigned staff to conduct press conferences, create press releases, and maintain contact with the media.
22. Coordinate and encourage teamwork among the district, departments, programs and the community.
23. Initiate and maintain open channels of communication with the public through multiple mediums.
24. Exercise service orientation when working with others.
25. Keep supervisor informed of potential problems or unusual events.
26. Use effective, positive interpersonal communication skills.
27. Respond to inquiries and concerns in a timely manner.
28. Serve on school/district committees as required or appropriate.
29. Exhibit interpersonal skills to work as an effective team member.
30. Follow federal and state laws as well as School Board policies, rules and regulations.
31. Exercise fiscal prudence and awareness with regard to the district's budget.
32. Demonstrate initiative in identifying potential problems or opportunities for improvement.
33. Prepare or assist in the preparation of all required reports and maintain all appropriate records.
34. Participate in cross-training activities as required.
35. Support the Superintendent and the District Strategic Plan.

PHYSICAL REQUIREMENTS:

Medium Work: Exerting up to 50 pounds of force occasionally, and/or up to 20 pounds of force frequently and/or up to 10 pounds of force as needed to move objects.

TERMS OF EMPLOYMENT:

Salary and benefits shall be paid consistent with the district's approved compensation plan.
Length of the work year and hours of employment shall be those established by the district.

EVALUATION:

Performance of this job will be evaluated in accordance with provisions of the Board's policy on evaluation of personnel.

Job Description Supplement Code: 04

Salary Lane: Professional PAL4

Approved 04/19/2022