

Enterprise Elementary School District Job Description

Job Title: Communications Coordinator (Classified Management Position)
Reports To: Superintendent or designee
Range: E
Prepared By: Human Resources
Prepared Date: May 17, 2023
Approved By: Board of Education
Approved Date: June 14, 2023

SUMMARY:

Under the general supervision of the Superintendent or designee, facilitates the development of accurate and timely internal/external communication that contributes to and encourages internal and external partners in the efforts of Enterprise Elementary School District (EESD) to meet the needs of students and their families. Ensures that communication efforts further the vision of EESD through a variety of specialized duties in the preparation, composition, design, editing, maintenance, and distribution of a variety of effective media tools, publications, news releases, reports, videos, surveys, district websites, and other web-based applications that are timely in conveying pertinent, impactful information. Is responsible for analyzing and recommending communication strategies and procedures during crisis, and as designated, acting as the district's spokesperson; performs related duties as assigned.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Build and maintain positive relationships with public officials, school employees, parents and students using effective verbal/non-verbal skills
- Maintain personal hygiene and wear appropriate attire for the position
- Work with others as a team in a fast-paced environment
- Effectively use conflict resolution skills
- Effectively communicate problems that arise to supervisor
- Under the direction of the Superintendent or designee, plan, organize, and direct the District's communication efforts; inform and educate employees, parents, students, media, business, and general public regarding programs, policies, expectations and successes.
- Assist in carrying out external communications publications (e.g. annual reports, newsletters, brochures, flyers, signage, related materials) to communicate visuals supporting program/department activities and partner school organizations.
- Research and prepare a communication plan that details how key initiatives will be communicated to a variety of stakeholder groups.
- Compose, design, write, proofread and edit messaging, including, but not limited to, articles, news releases, video scripts, social media posts, web content, and other publications and materials, ensuring clarity, consistency and compliance with the District goals and objectives as well as program and grant-specific goals and objectives.
- Establish and maintain communication technology platforms ensuring these are valuable resources for the school and community stakeholders by ensuring easy navigation with accurate, clear, and timely information.
- Monitor news, educational publications, social media and community input in order to identify challenges and emerging issues faced by the District.

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- Work with the Superintendent or designee to identify opportunities and solutions for internal and external marketing and communications; develops and executes strategies to support implementation of defined communications.
- Develop an ongoing strategy for gathering feedback from internal staff and share results with the Administrative Council and/or Cabinet upon request.
- Coordinate the development and maintenance of the District website by communicating with program staff, with on-site technical staff, and outside consultants as needed.
- Assist as media and community liaison for the District as needed, ensuring professional communication, as directed by the Superintendent or designee.
- Assist with crisis communication, including, but not limited to, messaging to staff and families, and media relations.
- Develop and provide technical expertise, information, training modules and assistance to staff regarding communication platforms.
- Attend Board meetings upon request; assist as necessary with public comments; publicize awards, summarize meetings and post information on websites or social media.
- Coordinate and lead video production and photography support for events and initiatives.
- Coordinate the dissemination of information to the public to enhance the image of the District, fostering community support for programs and initiatives.
- Coordinate translation messages, newsletters, documents and videos for staff and community members.
- Plan and manage special events.
- Independently plan, organize, prioritize and maintain responsibility for complex and technical work processes in a high-volume environment in order to meet schedules and timelines.
- Establish and maintain cooperative and effective working relationships with others.
- Drive a vehicle to conduct work.
- Perform other related duties as assigned.

QUALIFICATIONS: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

EDUCATION and/or EXPERIENCE: Bachelor's Degree from a four-year college or university in business administration, marketing, journalism, communications or related field and/or two years of experience with related duties. Alternative qualifications may be considered based on coursework and/or experience as related to the essential duties and responsibilities.

LANGUAGE SKILLS: Ability to read, analyze and interpret documents, general business periodicals, professional journals, technical procedures or governmental regulations. Ability to prepare or assist with writing reports, business correspondence and procedure manuals. Ability to effectively present information and respond to questions from groups of administrators, staff and/or the general public. Must be able to readily take direction and be able to follow through in an independent manner; must be able to communicate well with administrators, staff, and members of the public.

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CERTIFICATES, LICENSES, REGISTRATIONS: Valid California Driver's License

MATHEMATICAL SKILLS: Add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to work with mathematical concepts such as probability and statistical inference. Ability to apply concepts such as fractions, percentages, ratios and proportions to practical situations.

REASONING ABILITY: Define problems, collect data, establish facts, and draw valid conclusions. Apply common sense understanding to carry out instructions furnished in written, oral, or diagram form. Communicate effectively, both orally and in writing, using clear, Standard English.

OTHER SKILLS AND ABILITIES: Ability to work on a variety of tasks simultaneously with frequent interruption. Ability to maintain the highest degree of confidentiality regarding sensitive information. Ability to operate office equipment such as, but not limited to, multi-line phone system, copy machine, fax machine, scanner, etc. Ability to utilize a computer for a wide variety of applications. Ability to interact in an open, friendly business-like manner.

PHYSICAL DEMANDS: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to talk and hear. The employee is frequently sitting; required to stand; walk; use hands and fingers to touch, handle, or feel objects, or controls; reach with hands and arms above shoulders and horizontally; climb or balance, and bend at waist or stoop or kneel or crouch. The employee must frequently lift, move, push, and/or pull up to 20 pounds, occasionally lift, move, push, and/or pull up to 30 pounds; lift greater than 30 lbs. with assistance. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and ability to adjust focus.

WORK ENVIRONMENT: The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

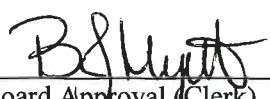
While performing the duties of this job, the employee is subject to inside and occasionally outside environmental conditions; may be exposed to biohazards and sharp objects; may be required to use own vehicle in the course of employment, and may be required to work at a video/computer terminal for prolonged periods. The noise level in the work environment is usually moderate.



Superintendent

6/14/23

Date



Board Approval (Clerk)

6/14/23

Date