



GENERAL INFORMATION

<i>TITLE</i>	Coordinator for Communications and Community Relations
<i>DEPARTMENT</i>	Administration
<i>LICENSURE</i>	Not Applicable
<i>ENDORSEMENT</i>	Not Applicable
<i>CLASSIFICATION</i>	Administration
<i>FLSA STATUS</i>	Exempt
<i>REPORTS TO</i>	Superintendent
<i>SUPERVISORY RESPONSIBILITIES</i>	Not Applicable
<i>PRIOR EXPERIENCE</i>	Three to five years of experience in a similar position preferred.
<i>EVALUATION</i>	Evaluated by the Superintendent and/or other certified evaluators using the agreed upon evaluation tool. This includes formal observation of job performance, inclusion of informal observation data, an artifact file, and other sources of data. The evaluation cycle for the Coordinator for Communications and Community Relations shall be one school year.

JOB GOAL

To provide leadership which supports the District’s strategic plan through increasing public awareness of issues, trends and resources with regard to the District as well as raise public and employee awareness of events, programs, services and goals of the District. The purpose also is to advise and recommend appropriate communications strategies to the Superintendent and other administrators.

MAJOR DUTIES & PERFORMANCE RESPONSIBILITIES

The criterion indicated below are intended to describe various types of work that may be performed and is by no means all encompassing. Other duties may be assigned.

Serves as Strategic Partner for the Superintendent and the Board of Education

- Serves as adviser to the Superintendent.
- Serves upon request as speechwriter for Superintendent or Board members.
- Serves as adviser to the Board of Education on matters of Communication and Community Relations.
- Identifies, in consultation with Superintendent, projects that require ongoing oversight.
- Plans and creates written drafts of phases of project development, and presents these to the Superintendent for review.
- Attends Board of Education meetings.

Connects with the Community

- Communicates Board of Education’s actions to staff, students and the community
- Supervises the District’s overall community relations program.
- Communicates District programs, instructional goals and objectives to the greater community within the context of the Board of Education’s mission and strategic planning.
- Responds to requests for information about the school system.
- Actively seeks input about the District and schools from the community through surveys, focus groups, community forums, and other methods.
- Serves as liaison between the District and parent/community groups that support the schools.
- Establishes partnerships with the other public entities that serve the District’s community (village, park district, library, high school, etc.), and coordinates communication efforts with those community partners.

Coordinates District Publications

- Guides school publications in paper and electronic formats.
- Designs layouts for school system publications, forms and other printed and electronic materials.
- Guides administration and staff members in the preparation of publications and printed material.

Supports Staff Communication

- Provides resources, support and training to help staff in their communication with parents and the community.
- Establishes methods to ensure staff has information about the District (e.g., website information, staff newsletter).

Oversees Website/Social Media

- Coordinates writing, editing and design layouts of website and other electronic school system publications.
- Manages the District's overall social media presence.
- Supports individual schools in developing and enhancing their social media presence.

Serves as Information Liaison to the News Media

- Coordinates the production and distribution of all news releases.
- Serves as information liaison between the District and the community, including media and other public agencies.
- Prepares and disseminates announcements, general notices and personal correspondence.
- Prepares press materials as needed for distribution to reporters covering Board meetings and public hearings.
- Creates audiovisual materials for community information purposes.
- Takes photographs and video for District use.

Seeks Professional Development

- Is active in professional organizations that support the practice of school public relations and communications.

MENTAL DEMANDS

Knowledge

The employee must have foundational knowledge of current research and theory in specific field. Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures or governmental regulations. Ability to communicate verbally and perform technical writing, business correspondence, and procedure manuals. Ability to negotiate and handle pressure situations for extended periods of time. Ability to effectively present information and respond to questions from groups of staff, students, administrators, clients, customers, and the general public. Ability to perform duties with awareness of all district requirements and Board of Education policies.

Ability

The employee shall support the district in the communication of the district's mission and goals; engage in the collaborative dialogue with peers; maintain records and prepare reports; read, interpret, apply, and explain policies and procedures; meet the requirements of schedules and time lines; take professional initiative; plan and organize work independently; develop effective staff development; read a variety of materials; efficiently employ differentiated management methods; learn new methods of management through ongoing professional development; ability to work cooperatively and effectively with other certified and non-certified personnel, parents, and community members.

Education/Preparation

The employee shall possess the equivalent of a Bachelor's Degree; successful employment in a similar role; successful completion of any applicable proficiency exams; and possess/maintain appropriate current and/or future licensure expectations through the State of Illinois.

Reasoning

The employee must have the ability to solve complex problems in situations where only limited standardization exists. Ability to interpret instructions provided through written and oral form.

PHYSICAL DEMANDS

While performing the duties of this job, the employee is regularly required to stand, walk, talk or hear, and taste or smell. The employee frequently is required to use hands to handle or feel instructional and technological resources. The employee is occasionally required to sit; climb or balance; and stoop, kneel, crouch, or crawl. The employee must occasionally lift and/or move up to 50 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

WORK ENVIRONMENT

The employee shall possess exemplary oral and written communication skills. The employee shall be proficient with technological aspects of the position, including computing software and hardware, as well as video and camera equipment and software. The employee shall use board approved resources and technology. While performing the duties of this job, the employee occasionally works in a building setting with children, works in outdoor weather conditions, and is subject to noises associated with both an

educational environment and other setting such as the gymnasium, lunchroom, library, busses, traffic, construction sites, server rooms, and boiler rooms.

The mental demands, physical demands, and work environment characteristics are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to allow an employee with disabilities to perform the essential functions.

ADOPTED

- April 25, 2016