

SCHOOL DISTRICT OF DESOTO COUNTY
COMMUNITY OUTREACH COORDINATOR
JOB DESCRIPTION

QUALIFICATIONS:

- (1) Bachelor’s Degree in Communications, Marketing, Journalism, Public Relations or related field from an accredited institution.
- (2) A minimum of three (3) years or more journalism training and/or experience.
- (3) Experience with website content management systems (CMS)
- (4) Extensive Photoshop/image and photo editing experience.
- (5) Comparable amount of training and experience may be substituted for the minimum qualifications.
- (6) Be on call with some after-hours work.

KNOWLEDGE, SKILLS AND ABILITIES:

Excellent verbal and written communication skills combined with an exceptional understanding and experience in using a wide variety of social media platforms. Ability to work professionally with school district leaders, administrators, school staff and department representatives to research and write press releases, reports, TV scripts and other communications to promote the actions and achievements of the School District of DeSoto County. Knowledge of the School District of DeSoto County school system and a background in writing about or covering education in the state of Florida. Ability to conduct “On-the-Record” interviews with television, radio and print media. A working knowledge of Microsoft Office, Google Docs, Adobe Photoshop and other applicable communications-related software. Knowledge of website development, print, publication, layout and design skills. Working knowledge of photography. Ability to interpret rules, regulations and policies. Ability to use mature judgment in making decisions in accordance with established policy. Ability to establish and maintain an effective working relationship with other employees, school personnel, public, media and the business community.

REPORTS TO:

Executive Director of Business Services

JOB GOAL

To lead all communication, interactive and public relations messaging to external and internal constituents of the School District of DeSoto County.

SUPERVISES:

N/A

PERFORMANCE RESPONSIBILITIES:

Service Delivery

- *(1) Leverages the Districts network of schools, community partners, and understanding of the community to create a strategic communications plan containing guidelines for establishing marketing priorities, initiatives, and metrics at both a school and district level.

Updated: April 23, 2024
Effective Date: July 1, 2024

COMMUNICATIONS OUTREACH COORDINATOR (Continued)

- * (2) Serves as the primary public information officer and as the intermediary between the Superintendent/school/district level administrators and the media in order to provide continuous information on a varied number of educational policies, programs, achievements and administrative operations.
- * (3) Provide continuous district-related content for social media platforms such as Facebook and Twitter.
- * (4) Assist in keeping the District on the cutting edge of social media and communications technology.
- * (5) Assist in providing content for the District and department websites and keeping content up to date.
- * (6) Assist in the coordination and marketing of school and district events
- * (7) Assist with grant writing through collaboration with various community partners,
- * (8) Ensure appropriate translation of all district and school-based communication based on parents and community need,
- * (9) Photograph and video district events for media and social media use.
- * (10) Craft, record and disseminate Skylert phone messages for the District.
- * (11) Manage a district level print, digital, web, and social media presence for marketing messages, branding, and communications that reflects the District's image and reputation of being a leader in quality education

Employee Qualities/Responsibilities

- * (12) Assist the Central Office in media relations with television, radio and print media.
- * (13) Coordinates and participates in the preparation and presentation of all formal recognitions of staff, students and appropriate community leaders/organizations conducted at regular meetings of the School Board of DeSoto County
- * (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) Increase job knowledge through training opportunities and self-study.
- * (19) Review current developments, literature and technical sources of information related to job responsibility.

Inter/Intra-Agency Communication and Delivery

- * (20) Keep supervisor informed of potential problems or unusual events.
- * (21) Use effective, positive interpersonal communication skills.
- * (22) Respond to inquiries and concerns in a timely manner.
- * (23) Serve on school/district committees as required or appropriate.
- * (24) Serves as a member of the District's Emergency Response Team.
- * (25) Exhibit interpersonal skills to work as an effective team member.
- * (26) Follow federal and state laws as well as School Board policies, rules and regulations.
- * (27) Demonstrate support for the school district and its goals and priorities.
- * (28) Attends all School Board meetings and workshops unless excused by the Superintendent.
- * (29) Perform other tasks consistent with the goals and objectives of this position.

*Essential Performance Responsibilities

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COMMUNICATIONS OUTREACH COORDINATOR (Continued)

PHYSICAL REQUIREMENTS:

Light Work: Exerting up to 20 pounds of force occasionally and/or up to 10 pounds of force as frequently 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.

COMPENSATION:

Compensation for this position is Pay Lane **E12**

EVALUATION:

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