



Romoland School District

Job Description

Communications/Special Projects Coordinator

Summary

Under the supervision of the superintendent, the Communications/Special Projects Coordinator is responsible for the implementation of the District's communication plan and the coordination of that plan with the various school sites and departments. The position is also responsible for the coordination of a variety of special projects or events.

Essential Job Functions:

- Coordinate district and school site community outreach efforts.
- Assess the effectiveness of current communication strategies.
- Assist in the preparation and distribution of public relations materials or publicity releases with directions from supervisor (e.g., press releases, media advisories, articles, etc.).
- Oversees employee recognition programs.
- Attend all regular and special Board meetings.
- Maintain and update content for specified district web pages.
- Monitor school web sites and provide recommendations for updates.
- Organize staff and community meetings.
- Develop opportunities for the community to share input and provide feedback to the district.
- Develop and maintain social media and other Web 2.0 forums
- Prepare and maintain accurate and up-to-date publicity mailing lists.
- Assist in preparing public relations materials by compiling, gathering and proofreading data.
- Gather, categorize and organize media clippings; maintains files of newspaper, radio television and internet research of interest to the district.
- Makes regular contacts with the general public and outside organizations to arrange/conduct tours, and to furnish and obtain a large variety of public information.

- Responds to the general public and refers questions or problems to the appropriate departments.
- Maintains computer files, databases and lists of relevant groups (e.g. media) and generates computerized reports.
- Conduct on-line research regarding department media and publicity activities.
- Performs related duties as assigned.

Qualifications

Ability to:

- Work independently with little direct supervision.
- Provide effective reports both verbal and written to the Superintendent, various committees and the Governing Board.
- Motivate employees and enhance morale.
- Demonstrate exceptional interpersonal skills.
- Establish and maintain cooperative relationships with those contacted during the course of work.
- Use of sound judgment in decision making process.
- Provide consultant services to district staff in the various areas of responsibility.

Experience and Education:

- BA in field of communications, organizational development, or related field or equivalent work experience.

Physical Requirements:

The physical requirements below are necessary to perform the essential functions. Reasonable accommodation will be made to enable a person with a disability to perform these functions.

- Physical, mental and emotional stamina to work under sometimes stressful conditions, with frequent distractions and interruptions and deal with angry/upset people in a calm and professional manner.
- Sufficient hand/eye coordination and manual dexterity to use a variety of typical office equipment and prepare/complete required paperwork.
- Sufficient hearing to conduct in-person and telephone conversations.
- Ability to speak in an understandable voice with sufficient volume to be heard in normal conversational distance and on the telephone.
- Sufficient mobility to walk, bend, kneel, stoop, reach, stand and move around for extended periods of time up to an eight-hour shift (with the exception of breaks and lunch)

Licenses, Certifications and Testing Required:

- Fingerprint/criminal justice clearance
- Tuberculosis clearance
- Must possess or have the ability to obtain a valid California Driver License

Employment Category: Classified Management

Work Year: 247 Days