

CENTRAL UNIFIED SCHOOL DISTRICT

POSITION DESCRIPTION

Position: Special Projects Coordinator

Reports to: Department Administrator

Classification: Classified Confidential

FLSA: Non-Exempt

Range: Classified Confidential Salary Schedule

EDUCATION AND EXPERIENCE

Any combination equivalent to: associate of arts degree or equivalent college course work (required) bachelor's degree in journalism, event planning, communication or related field and three years experience in public relations, event planning or journalism work preferred.

SUMMARY

Assist the Superintendent with the coordination and effective delivery of special projects.

Under the direction of the Superintendent, work with and assist the Superintendent District to maintain communication systems and implement special projects within the district. Disseminate information to the public in conjunction with either the Superintendent, District PIO or the outside Public Relations and Marketing Firm to enhance the image of the district and foster community support for district programs or initiatives. Coordinate with the Superintendent on the distribution of pertinent District information to administrators, employees, community at-large and the media regarding District programs, policies, events, and initiatives. Coordinate in conjunction with the District PIO or the outside Public Relations and Marketing Firm protocols for crisis communications issues within the District. Work directly with the Superintendent, Public Relations and Marketing Firm/Educational Foundation and serve as a liaison in conjunction with the Executive Director of Foundation for Central Schools to implement projects that directly effect schools, district events, community relations, and administrative related projects. Work closely with the Superintendent to implement special district programs, reports, and events scheduled throughout the year

SPECIFIC RESPONSIBILITIES

1. Coordinate special events or projects as directed by the Superintendent or her/his designee. Work closely with District PIO and/or outside Public Relations and Marketing Firm on all communication issues surrounding special events or special projects as assigned by the district Superintendent.
2. Work closely with the Superintendent, District Public Information Office and/or outside Public Relations and Marketing Firm to assist in the planning and distribution of information to the District Board of Trustees, District administrators, employees, the public and media regarding the District programs, policies, events, efforts and related District information.
3. Design flyers, notices, newsletters and other publications using desktop publishing software.
4. Assure accurate and timely dissemination of information. Maintain the district calendar and communicate regularly with all schools to update the calendar each week on the district website. Collect, compile, and maintain a current listing of district activities and projects.
5. Establish means of communication with District employees; prepare and distribute newsletters related to a variety of District-related matters.
6. Maintain official district website with updates and new information in coordination with the Superintendent and outside Public Relations and Marketing Consultants. Coordinate all Board Policies and Administrative Regulations.

7. Coordinate district communications venues. (Grapevine, What's the Buzz, Dedications and Annual Report to the Community).
8. Coordinate District annual management workshop, back to school breakfast, district institute day, Administrative Council, Student Advisory Council, Superintendent Teacher Advisory Team, Parent Advisory Council, and other events as developed within the district.
9. Coordinate district participation in charitable contribution campaigns i.e. (Foundation for Central Schools, Sunshine Fund and Holiday Joy, Coats for Kids, etc.).
10. Work with the District Public Information Office and/or outside Public Relations and/or Marketing Firm and coordinate media coverage (opportunities), assist with media conferences and develop media releases. This should include crisis communications, special events (large scale), and policy directives that have impact on the community at-large. Attend crisis events as directed by the Superintendent and coordinate a district spokesperson to speak to the media as required.
11. Work directly with the District PIO and/or Public Relations Marketing Firm/Marketing Firm to host community meetings with targeted groups as it pertains to policy changes within the district or governing board issues that impact the community at-large.
12. Assist with the operation of internal and external recognition programs and District and Board recognitions.
13. Attend Board of Education meetings and introduce special guests or program participants. Work closely with District Public Information Office and/or outside Public Relations and Marketing Firm to ensure the timely dissemination of the Board Meeting overview developed to the identified targeted audiences.
14. Prepare the Special Projects Superintendent budget, monitor, control and authorize expenditures according to established guidelines and limitations.
15. Assist as additional clerical support when needed in the Superintendent's office.
16. Perform related duties as assigned.

SPECIFIC QUALIFICATIONS

Should possess personal qualifications recognized as essential for good public employees including integrity, initiative, dependability, courtesy, good judgment, maintain confidentiality and ability to work cooperatively with others.

PHYSICAL ABILITIES

Office environment; driving a vehicle to conduct work.

Sitting or standing for extended periods of time; hearing and speaking to exchange information and make presentations; reaching overhead, above the shoulders and horizontally, bending at the waist or kneeling to retrieve supplies or other materials.

Contact with dissatisfied or abusive individuals.