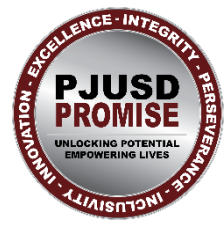




JOB DESCRIPTION

Communications Coordinator



Reports to:	Communications Coordinator	Employment Group / Salary Range:	Classified Management
Dept:	Superintendent's Office	FLSA:	Exempt
Annual Workdays:	220	Formal Review Date: Board approval date: Revision:	9/5/2023 9/11/23 11/3/25

PRIMARY FUNCTION

Under the supervision of the Superintendent, the Communications Coordinator will play a key role in the District's Communication by managing and maintaining the district's communications and school websites, ensuring that it is user-friendly, accessible, and informative. The Communications Coordinator will work closely with district departments, school administrators, and staff to ensure that communications and websites are a valuable resource for students, families, and other community stakeholders. The Communications Coordinator will maintain digital platforms including website, mass communications systems, survey platforms, social media, digital flyer platforms, etc.

ESSENTIAL DUTIES AND RESPONSIBILITIES

The duties listed below are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to this class.

- Develop and maintain the district's and school websites to ensure that it is user-friendly, accessible, and informative.
- Ensure that the website is optimized for search engines to increase visibility and accessibility.
- Manage the website's content, including writing and editing articles, creating multimedia content, and ensuring that the content is up-to-date and relevant.
- Maintain regular communication with district site and department web page contacts to ensure web content is accurate, up-to-date and relevant.
- Regulates and manages the access rights of different web-users. Finds, diagnoses, and fixes District website problems, including broken links (both internal and external), typographical errors, formatting inconsistencies, security issues, and performance problems.
- Work with members of the Information Technology Department to ensure that all technology supporting website and communication technologies are operating correctly.
- Implements and maintains ADA website compliance.
- Monitors website and multimedia analytics and makes data-driven decisions to improve performance.

- Stay up-to-date with web and multimedia technologies and trends to ensure that the district platforms are innovative and effective.
- Conducts trainings, instructions, and orientation to web and digital/communication platform users.
- Conduct a continuous audit of all district and school web pages for policy compliance.
- Develop and execute effective online communication strategies.
- Creates and edits graphics, slides, audio, videos, etc. for use on the district's websites, social media, and other communication platforms.
- Contribute to the development, implementation, and upkeep of new digital platforms, including websites, mass communication systems, survey platforms, social media channels, digital flyer platforms, etc.
- Coordinate the translation of documents into multiple foreign languages.
- Provide coverage at various district events, capturing media content and supporting event communication.
- Reviews and monitors school site newsletters for appropriateness and timeliness.
- Edits communication pieces developed by other departments, as requested
- Develops, publishes, and distributes the district quarterly newsletters and the district's Report to the Community.
- Attends school and district events, as needed, to write articles for local press coverage
- Develops and sends press releases to local media as invitations to upcoming district and site events
- Develops Board communication items as directed
- Facilitates invitations of elected officials to district and school site events o Develops responses to educational issues and submits to elected officials, as requested
- Performs other duties as assigned.

QUALIFICATIONS

Education and Experience:

- Graduation from an associate degree program and at least two years experience in communications or a related field. A bachelor's degree is preferred.
- Demonstrated leadership ability and knowledge/experience in increasingly responsible roles.

Licenses, Certificates and Other Requirements:

- Possession of a valid California Driver's License
- Maintains Auto Insurance

KNOWLEDGE, SKILLS AND ABILITIES

Skills and Abilities to:

- Develop web and media content, utilizing content management systems (CMS), multimedia platforms, and analytic tools.
- Understand HTML, CSS, and JavaScript, including web standards and best practices.
- Implement web design principles to ensure cross-device compatibility.
- Implement search engine optimization (SEO) strategies to enhance website visibility.
- Diagnose and resolve website issues, such as broken links, formatting problems, and security vulnerabilities in collaboration with the Information Technology Department
- Manage user access rights and implement security measures to protect the website and multimedia platforms.
- Collaborate with the Information Technology Department as necessary to ensure web and multimedia tools are secure and functioning properly.
- Effectively utilize graphic design software (e.g. Adobe Creative Suite) to create and edit graphics, images, and multimedia content for website and other multimedia platforms.
- Communicate effectively both orally and in writing with district sites/department contacts and stakeholders, demonstrating proficient editing skills with and ability to create clear, concise, and engaging content.
- Adhere to web accessibility guidelines (ADA/WCAG compliance) standards and techniques to ensure compliance for all users.
- Utilize translation services and tools to coordinate the translation of documents into multiple languages.
- Actively stay up-to-date with the latest web technologies, trends, and industry developments.
- Adapt to changing technologies and strategies to keep the district's websites and multimedia platforms innovative and effective.
- Effectively manage and organize multiple tasks, prioritize responsibilities, and ensure content is accurate and relevant.
- Conduct training sessions or workshops to educate web and multimedia users on best practices and usage.
- Proactively identify and address website and multimedia issues, improving user experience, and enhancing website and multimedia functionality.
- Work collaboratively within a team environment and contribute to cross-functional projects.

PHYSICAL AND MENTAL DEMANDS

The physical and mental demands described here are representative of those that must be met by employees to successfully perform the essential functions of this class.

Physical Demands:

While performing the duties of this class, employees are regularly required to talk or hear, in person and by telephone; sit, walk and stand; use hands to finger, handle, feel or operate objects, tools or controls; reach with hands and arms; and perform repetitive movements of hands or wrists. The employee is required to lift/or carry up to 20 pounds to waist height.

Mental Demands:

While performing the duties of this class, employees are regularly required to use written and oral communication skills; read and interpret data, information and documents; analyze and solve problems; observe and interpret situations; use math and mathematical reasoning; observe and interpret people and situations; learn and apply new information and skills; perform highly detailed work; work on multiple, concurrent tasks; work with frequent interruptions; and work under intensive deadlines.

WORKING ENVIRONMENT

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

Employees work under typical office conditions subject to frequent public contact and interruption and to intermittent exposure to individuals acting in a disagreeable fashion. The employee frequently works outdoors exposed to weather conditions.

The employee may be required to travel to locations other than the assigned work site and to adjust to work schedule changes and requirements to work overtime.

EMPLOYEE CERTIFICATION OF JOB DESCRIPTION

I hereby acknowledge I have read and understand the content of this job description. I have had the opportunity to ask questions and have those questions answered about the general duties and responsibilities of this job. I understand that the job description may be revised from time to time in the future by the Patterson Joint Unified School District Governing Board in consultation with my professional association as needed and where applicable.

I understand and agree nothing in this job description should be construed as a contract of employment. My employment with the Patterson Joint Unified School District is contingent upon execution of a signed contract approved by the board of trustees. Continued employment is subject to my adherence to board policy, state and federal laws, the collective bargaining agreement between my association and the district where applicable, and my performance evaluation.

I further acknowledge that it is my responsibility to notify my supervisor immediately in the event I may need reasonable accommodations to perform the primary functions, general duties and responsibilities, or the physical, mental and social requirements of this job.

Employee Signature

Date

Name Printed