



GENERAL INFORMATION

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| <i>TITLE</i> | Communications Coordinator |
| <i>DEPARTMENT</i> | Communications |
| <i>LICENSURE</i> | Not Applicable |
| <i>ENDORSEMENT</i> | Not Applicable |
| <i>CLASSIFICATION</i> | Confidential |
| <i>FLSA STATUS</i> | Exempt |
| <i>REPORTS TO</i> | Chief Communications Officer |
| <i>SUPERVISORY RESPONSIBILITIES</i> | Not Applicable |
| <i>PRIOR EXPERIENCE</i> | Three years of work in communications/marketing/public relations/journalism. |
| <i>EVALUATION</i> | Evaluated by the Chief Communications Officer 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 Communications Coordinator shall be one fiscal year. |

JOB GOAL

Works with the Chief Communications Officer (CCO) to align the work of the department to the mission, vision, values and goals of the District’s strategic plan

- Collaborates with the CCO to develop annual and project-based strategic communications plans and participates in the research, planning, implementation and evaluation of the plans
- Serves as webmaster, providing day-to-day management of the District’s family of websites and leading the work to ensure content is current, accurate, and visually appealing and meets all legal requirements
- Provides ongoing training and technical support to district staff assigned to maintain school websites and individual pages
- Helps manage the District’s social media accounts, newsletters and other communication platforms
- Supports and trains building-level administrators and staff on social media and other communications tools
- Reviews and updates communications to ensure adherence to brand guidelines
- Updates or develops communication materials including brochures, reports and other publications
- Supports and collaborates with Human Resources on internal communications, recruiting and staff events, including new educator orientation, all-staff kickoff events and staff wellness programs
- Supports and collaborates with the Department of Finance & Operations on internal communications, reports and other annual publications
- Plans, promotes and executes parent and community programs and events
- Analyzes the effectiveness of communication efforts and makes suggestions for improvement
- Is available during off hours, when needed, to post to website, update social media or send e-mail/text communications
- Attends PTO Council, Board of Education and community partner meetings as requested by the CCO
- Serves as a key contact on civic organization committees/boards as requested by the CCO
- Maintains strict confidentiality regarding all District information
- Assures compliance with applicable laws, regulations and district policy regarding transparency, the disclosure of public information and accountability
- Stays current with the best practices of the public relations profession
- Other duties as assigned

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, and Qualifications

- Bachelor's degree
- Accreditation in Public Relations (APR) or in process
- Minimum 3 years work experience in communications/marketing/public relations/journalism
- Previous school district communications/public relations experience, with a focus on strategic communications and an understanding of the RPIE process, strongly preferred
- Strong written and verbal communications skills
- Advanced skills in website content management systems (preferred experience as webmaster)
- Advanced skills in social media management
- Advanced skills in current technologies used in communication, including all aspects of Canva or equivalent program
- Experience designing materials for print, web, and social media
- Experience designing and running training staff on website updates, social media use, other communication tools and communication best practices
- Experience in rebranding; understanding and consistent use of strategies to establish a strong and trusted brand
- Experience in developing culture-building events, programs and communications for staff
- Understanding of the principles of public relations and how to apply them
- Ability to understand and anticipate communication needs of a diverse community and take initiative to find creative and integrated solutions to meet them
- Ability to manage multiple projects independently and work under deadlines
- Strong organizational skills and attention to detail

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

In performing the duties of the Communications Coordinator, the following physical demands are typical:

- **Sedentary to Light Physical Activity:** The role involves frequent sitting, working at a desk, and using a computer, as well as attending meetings. There may be occasional standing, walking, and moving around the office or other locations.
- **Mobility:** Ability to move between office areas, attend meetings, and travel to different locations as required. This may include some walking and climbing stairs.
- **Lifting and Carrying:** Occasionally required to lift and carry up to 10 pounds, such as documents, briefcases, or small equipment. This typically involves light to moderate physical effort.
- **Reaching and Grasping:** Regular use of hands and arms to handle documents, operate office equipment, and conduct presentations.
- **Visual Acuity:** Requires good vision for reviewing reports, analyzing data, and using computer screens.
- **Communication:** Frequent verbal communication is necessary, including delivering presentations, leading meetings, and interacting with team members, clients, and stakeholders. Must also be able to hear and respond to verbal communications in a variety of settings.

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

- May 6, 2025