

Communications Coordinator

DEPARTMENT:	Community Relations and Development	REPORTS TO:	Chief Communications Officer
ANNUAL WORKDAYS:	10 months	COMPENSATION:	Support Staff Salary Schedule
FULL/PART TIME:	Full time	FLSA STATUS:	Exempt

Position Description

Provide leadership and coordination of District-wide communications and marketing, community relations, development and overall public relations through the planning, development and strategy for communication services that promote public understanding and support for the District's mission and goals. Collaborate with other department colleagues to execute a strategic vision for the district's message and image, both internally and externally with key audiences (e.g., community, employees, students, media, etc.). Support effective marketing and public relations as well as fundraising messaging efforts across all channels, including social media, email, in-person communications, and events. Foster and maintain a positive presence in the community. Responsible for oversight of graphic and web design. May involve sharing critical or sensitive information with others.

Task Title	Essential Job Functions	Percent of Time Spent
Content and Channel Strategy	• Strategize editorial planning to drive internal and external publications. • Identify, evaluate, coordinate, and apply all methods of internal and external communications in support of overall District branding, utilizing the most appropriate communication vehicle(s) for the intended audiences. • Determine proper communications channels and audiences to respond in crisis situations or determine marketing strategies and campaigns based on information from administrators and staff, students and community members. • Strategically cultivate story opportunities for the district's website, social media, press releases and the awards and honors report to the Board of Education. • Coordinate key calls and ensure consistent utilization of Board-approved communication processes. • Serve as communications department representative in various district committees. • Lead, develop, and organize employee recognition programs. Evaluate with internal stakeholders to adapt and modify to serve the needs of KSD staff. Provide all content for promotions. Support and consult for statewide teacher of the year program.	50%

Task Title	Essential Job Functions	Percent of Time Spent
	• Maintain knowledge of public school funding sources and operations and pursue opportunities to share externally with stakeholders. • Assist the Chief Communications Officer in the development and implementation of policies/procedures for the District's communication's program.	
Social Media	• Develop district content and handle district social media posting during the school year. • Monitor social media for District mentions and take action as necessary based on individual posts or trends. • Support community engagement across social media channels.	15%
Mass Communications and Website	• Serve as top-level administrator for both the website and mass communications system. • Coordinate with departments and schools to ensure initiatives are purposeful and in line with strategic objectives. Lead efforts to ensure consistent processes across schools (kindergarten registration, annual update, curricular updates, etc.). • Train individuals within schools and departments to serve as content editors. Provide support and ongoing professional development. • Facilitate internal and external communication including web stories and digital newsletters for employees and families.	10%
Alumni Communications	• Develop alumni and alumni parent communication.	10%
Event Support	• Lead, coordinate and support district events. • Co-plan with stakeholder committees to ensure effective organization, including fundraising partners. • Serve as lead planner for alumni hall of fame events, Unified Night Lights and other opportunities as they arise.	10%
Media Relations	• Assist in coordination of media coverage between reporters and District personnel including interviews and other necessary information. • Facilitate external communication including news releases.	5%

The intent of this job description is to provide a representative description of the types of duties and responsibilities required for this position. Employees may be asked to perform other job-related duties as assigned.

Supervisory Responsibilities

- **Supervisory Responsibility:** Responsible for supervising employee(s) as determined by the Chief Communications Officer
- **Supervisory Activities:** None
- **Budget Signing Authority:** No budget signing authority

- **Decision-making Authority:** Decisions impact a functional area or department

Qualifications

Required

- **Education:** Bachelor's degree in English, business, marketing, public relations, communications, journalism, or related field OR
 - Associate's degree AND 3 years of related work experience
- **Previous Work-Related Experience:** At least 1 year of related work experience,
- Valid Missouri driver's license

Preferred:

- Marketing and communications skills and past experience, such as video production, graphic design, digital content management, and/or writing/editing

Knowledge & Skills

Knowledge

- **Basic:**
 - Accounting: Accounting principles, practices, and the analysis and reporting of financial data
- **Intermediate:** Safety/Security' Law/Government
 - Safety/Security: Equipment, policies, and procedures for the protection of people, data, property, and the organization.
 - Law/government: Relevant local, state, and national laws and government regulations including KSD Board of Education policy
- **Advanced:** Customer and Personal Service; Education/Training; Management; Computers/IT
 - Customer and personal service: Principles and processes for providing customer and personal services.
 - Education/Training: Principles and methods for curriculum and training design, teaching and instruction, and measuring training effects.
 - Management: Business/management principles involved in strategic planning, resource allocation, leadership, and coordination of people and resources.
 - Computers/IT: Electronic equipment, and computer hardware and software, including social media applications and tools for communications and marketing.
- **Expert:**
 - Administrative: Administrative and office procedures, functions, and basic office tasks
 - Communications and Public Relations, Writing

Skills

- **Constantly (More than 5.6 hours or 69% of the day):** Speaking, Writing
- **Frequently (Between 2.6 hours and 5.5 hours or 33% to 68% of the day):** Mathematics, Reading Comprehension, Active Learning, Active Listening, Critical Thinking, Time Management, Instructing, Persuasion, Service Orientation, Social Perceptiveness
- **Occasionally (Up to 2.5 hours or 32% of the day):** Monitoring, Coordination, Negotiation, Complex Problem Solving, Judgement/Decision-Making, Systems Analysis, Systems Evaluation, Programming, Quality Control Analysis, Repairing, Technology Design, Troubleshooting
- **Rarely (Less than 1 hour or 12% of the day):** Science, Learning Strategies, Management of Financial Resources, Management of Material Resources, Equipment Selection

Working Conditions

Physical Demands

- **Constantly (more than 5.6 hours or 69% of the day):** Finger Dexterity
- **Frequently (Between 2.6 hours and 5.5 hours or 33% to 68% of the day):** Sitting, Standing, Walking, Occasionally (Up to 2.5 hours or 32% of the day): Sensory Abilities-Hearing, Sensory Abilities-Color Vision
- **Rarely (Less than 1 hour or 12% of the day):** Crawling, Crouching/Kneeling, Balancing, Carrying/Lifting, Climbing, Physical Activities-Multi-limb Coordination, Physical Activities-Pulling/Pushing, Physical Activities-Reaching, Physical Activities-Repetitive Motion

Mental and Psychological Demands:

- *Medium demands:* The job requires some mental effort and involves moderate levels of stress (e.g., Occasional need to deal with difficult customers or manage emotions when interacting with others, sometimes work under tight deadlines, limited or no exposure to public criticism, occasionally requires extended periods of concentration on complex tasks).

Work Type/Physical Demands

- *Light work:* Exerting up to 20 pounds of force occasionally, and/or up to 10 pounds of force frequently, and/or a negligible amount of force constantly to move objects. If the use of arm and/or leg controls requires exertion of forces greater than that for sedentary work and the worker sits most of the time, the job is rated for light work.

Working Environment

- *Everyday risk and discomfort level:* The environment involves everyday risks or discomforts that require normal safety precautions typical of such places as offices, meeting and training rooms, libraries, residences, or commercial vehicles, e.g., use of safe work practices with office equipment, avoidance of trips and falls, observance of fire regulations and traffic signals. The work area is adequately lighted, heated, and ventilated.

EEO Statement

Kirkwood School District is an Equal Opportunity Employer and does not discriminate on the basis of race, color, religion, national origin, age, disability, or sex, including pregnancy, sexual orientation, and gender identity and other characteristics protected by law.

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