PINELLAS COUNTY SCHOOL DISTRICT, FLORIDA

PCSB: 7102
Pay Grade: E03

FLSA: Exempt
PTS

COMMUNICATIONS COORDINATOR

MINIMUM QUALIFICATIONS

Bachelor's degree in Journalism, Public Relations, Marketing, or related field from an accredited college or university. Demonstrated effective oral and written communication skills. Demonstrated ability to target messages to different audiences. Must possess organizational and analytical skills and ability to work both independently and as a member of a team.

PREFERRED:
Four (4) years of progressively responsible professional experience in Public Relations or Marketing. Experience with multimedia/audio-video/production and postproduction.

MAJOR FUNCTION

The Communications Coordinator assists the Director, Strategic Communications in preparing information for effective and efficient communication of district initiatives and activities utilizing print and electronic platforms. Gathers, writes, and edits material to inform the public and the media of Pinellas County Schools' initiatives and activities that support the district's mission, goals, and strategic directions.

ESSENTIAL RESPONSIBILITIES

- Interfaces with Director, Strategic Communications; Manager Multimedia Projects; and Public Information Officer to maintain an effective and efficient flow of information to internal and external stakeholders.
- Reports and prepares print and video news stories and features for the district's Newsroom and promotional opportunities.
- Researches trends in education for the purpose of writing stories and promotional materials that can disseminated to various audiences.
- Assist the Public Information Officer in answering media inquiries and assisting reporters covering school district activities.
- Attends news conferences.
- Assist PCS employees in preparing for and participating in media interviews.
- Assist in production of annual, quarterly, and weekly communication to internal and external stakeholders.
- Coordinates with district webmaster and graphic designers to ensure timely dissemination of news and information.
- Participates in staff trainings pertaining to writing, editing, public records management, and media relations.
- Assists in disseminating information and coordinating publicity for district events.
- Attends School Board meetings and workshops when appropriate.
- Works with the Director, Strategic Communications to coordinate the communication and marketing strategies of schools.
- Works with the Office of Assessment, Accountability, and Research to conduct periodic surveys to measure effectiveness of internal and external communication efforts.
- Interfaces with the other departments to ensure that PCS families are made aware of district services and outreach opportunities.
- Assist with the communication of progress on the District Strategic Plan to the community.
- Develops and executes marketing campaigns that generate interest and participation in educational programs, schools, or other related opportunities.
- Develops and manages advertising campaigns.
- Develops and executes plans to increase inquiries and enrollments by prospective and current students into existing programs and future program offerings.
- Conceives, plans, coordinates, and implements a comprehensive marketing and communications program with the goal of increasing student enrollments.
- Performs other related duties as required.

TERMS OF EMPLOYMENT
Salary and benefits will be paid consistent with the district's approved compensation plan. The district shall establish the length of the work year and hours of employment. *Performance of the job will be evaluated in accordance with the provisions of the school board's policy on evaluation of personnel.* *The above statements are intended to describe the general nature and level of work being performed by employees assigned to this classification. They are not intended to be construed as an exhaustive list of all responsibilities and duties required of those in this classification.*
HISTORY OF JOB CLASSIFICATION
ISSUED: 12/11; BOARD APPROVED: 12/06/11; REVISED FORMAT, TITLE, ER, ADA 5/12 LM; BOARD APPROVED: 6/12/12; REVISED ER 12/2/15 CH; REVISED ER 12/8/16 CH

COMMUNICATIONS COORDINATOR

WORKING CONDITIONS & PHYSICAL EFFORT:	Seldom Or Never	Monthly	Weekly	Daily	Hourly
1. Lift objects weighing up to 20 pounds			X		
2. Lift objects weighing 21 to 50 pounds	X				
3. Lift objects weighing 51 to 100 pounds	X				
4. Lift objects weighing more than 100 pounds	X				
5. Carry objects weighing up to 20 pounds			X		
6. Carry objects weighing 21 to 50 pounds	X				
7. Carry objects weighing 51 to 100 pounds	X				
8. Carry objects weighing 100 pounds or more	X				
9. Standing up to one hour at a time				X	
10. Standing up to two hours at a time			X		
11. Standing for more than two hours at a time		X			
12. Stooping and bending		X			
13. Ability to reach and grasp objects				X	
14. Manual dexterity or fine motor skills					X
15. Color vision, the ability to identify and distinguish colors				X	
16. Ability to communicate orally					X
17. Ability to hear					X
18. Pushing or pulling carts or other such objects		X			
19. Proofreading and checking documents for accuracy					X
20. Using a computer to enter and transform words or data					X
21. Using various technology tools					X
22. Working in a normal office environment with few physical discomforts					X
23. Working in an area that is somewhat uncomfortable due to drafts, noise, temperature variation, or other conditions	X				
24. Working in an area that is very uncomfortable due to extreme temperature, noise levels, or other conditions	X				
25. Working with equipment or performing procedures where carelessness would probably result in minor cuts, bruises or muscle pulls	X				
26. Operating automobile, vehicle, or van	X				
27. Other physical, mental or visual ability required by the job	X				