



**POSITION DESCRIPTION**

<b>Title: Communication Coordinator</b>	
<b>Department: Superintendent's Office</b>	<b>FLSA Classification: Exempt</b>
<b>Bargaining Unit: None</b>	<b>Work Year: 12 Month</b>
<b>Reports to: Superintendent</b>	<b>Board Approval Date: 2/24/2016</b>

**Salary Grade: Range 6 - Scheduled Management Salary Schedule**

**Primary Function:**

The Communications Coordinator is responsible for ensuring that the District's public information program aligns with District goals meeting the communication needs of our community. The Coordinator facilitates development of accurate and timely internal/external communication that contributes to and encourages community involvement in the District's efforts to meet the instructional needs of students. This is accomplished through the creation and maintenance of District media tools, publications, news releases, reports, video programs and other web based applications. In addition, the Coordinator is responsible for analyzing and recommending communication strategies and procedures. This will include implementation of a recruitment plan, coordinating and overseeing the District's outreach to prospective students and parents, and providing community wide updates on the LCAP and bond progress.

**Essential Job Functions include, but are not limited to the following:**

Under the direction of the Superintendent, plan, organize, control and direct the District's public relations and public information efforts; inform and educate employees, parents, students, media, business, and general public regarding District programs, policies, expectations and successes.

- Establish and maintain District web and social media presence, including phone application;
- Ensure the District website, social media presence and phone app are valuable resources for the school and community stakeholders by ensuring easy navigation with accurate and timely information;
- Provide technical expertise, information, and assistance to the Board and Superintendent regarding assigned functions;
- Attend Board meetings; prepare Board correspondence; compile weekly calendar of events; develop reports; prepare agenda items, design certificates and write resolutions for adoption by the Board.
- Coordinate and lead video production and photography support for District events and initiatives;
- Coordinate, develop, maintain and/or support various school/departamental/system-wide brochures, handbooks, booklets, reports, newsletters, video and other informational/promotional materials;
- Assist as media liaison for the school system;
- Plan and manage special events as required;
- Coordinate and manage Board meeting presentations with District presenters;
- Engage parents, teachers and students in outreach activities including, but not limited to, new student orientation, LCAP and Bond progress;
- Ensure all parents and students know of information sessions and application deadlines;
- Support application process including communicating with families via mail, phone, text and e-mail;
- Emphasis on parent outreach to English Learners, Foster Youth and Low Socio-Economic families.

## **Education and Experience**

- Minimum of Bachelor's Degree from an accredited college/university; preferably in journalism, communications, marketing, or other related field.
- Web design standards and principles. Graphic design and/or website design and maintenance. Content editing, site development, and management.
- Experience implementing marketing principles and practices.
- Experience with the use of Social Media in a professional environment.

## **Licenses/Certifications:**

- A valid California Class C driver's license, a good driving record and the ability to maintain insurability under the District's vehicle insurance policy.

## **General Responsibilities**

- Competence in communication skills and good personal relationships with all members of the school district and community.
- Adhere to all District policies and procedures.

## **Qualifications**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

## **Language Skills**

Ability to read a variety of correspondence, reports, forms, newsletters, schedules, manuals, journals, internet sites, etc. and prepare correspondence, reports, forms, evaluations, procedures, charts, surveys, articles, brochures, news releases, handbooks, etc., using prescribed formats and conforming to all rules of punctuation, grammar, diction, and style.

## **Communication Skills**

Ability to speak before groups of people with poise, voice control and confidence; record and deliver information, explain procedures and follow oral and written instructions; speak and/or signal people to convey or exchange information; includes giving instructions, assignments of directions.

## **Physical Abilities**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to sit; talk and hear; and use hands to finger, handle, or feel. The employee is occasionally required to stand; walk; reach with hands and arms; climb or balance; and stoop, kneel, or crouch. The employee must occasionally lift and/or move up to 35 pounds. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, depth perception, and ability to adjust focus.

## **Work Environment**

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

While performing the duties of this job, the employee continuously interacts with the public and staff. The noise level in the work environment is usually moderate to loud.