

CENTER JOINT UNIFIED SCHOOL DISTRICT

JOB TITLE: Communications Coordinator

DESCRIPTION OF BASIC RESPONSIBILITIES

Under the direction of the Superintendent or Designee, the Communications Coordinator serves as district spokesperson, district media liaison, and coordinator of communications and public relations; plans and organizes special events to enhance public relations; assists in enhancing the public relations and effective communications practices of staff as assigned; creates and prepares a variety of publications and materials; manages the District electronic web presence, marketing, and social media; trains and/or supervises the performance of assigned personnel; coordinates grant proposal development.

SUPERVISOR: Superintendent

TYPICAL DUTIES:

1. Leads communications and public relations; provides strategic planning and implements public, employee and media relations strategies.
2. Develops and manages the districts strategic communications plan.
3. Leads and oversees the development, design, and production of publications including but not limited to visual presentations, internal and external web sites, social media, newsletters, brochures, digital marketing, advertising, and surveys.
4. Analyzes district communication data for effectiveness and coverage and provides leadership in improving the process.
5. Leads, plans, and organizes special events, activities, and marketing to enhance District public relations.
6. Executes effective communication campaigns and programs.
7. Leads marketing activities.
8. Serves as communication/media liaison between all media and the District.
9. Creates and maintains a media contact list.
10. Prepares and distributes news releases, arranges media interviews and conferences, and responds to media requests for information.
11. Leads training to enhance public relations and communication practices of staff; leads professional development for administrators and district employees in understanding and developing techniques for interacting with the media, public and others.
12. Arranges and assists schools and departments in coordinating media coverage; prepares and distributes media releases and story pitches highlighting school and District programs and successes.
13. Develops, coordinates, and evaluates the district's public relations, marketing, communications and public affairs strategy.
14. Researches and writes articles and speeches for use by the Superintendent, Board of Education members, and other staff as needed.
15. Provides support to the Superintendent in completing projects as assigned to meet the needs of school sites, District departments and the Board of Education.

16. Attends Board of Education meetings as assigned and advises the governing board and administration on matters relating to community attitudes toward the district and its programs.
17. Coordinates and develops vendor partnerships supporting District communication initiatives.
18. Participates in the development of the annual preliminary budget for communications and public relations in the district; analyzes and reviews budget and financial data on an ongoing basis and maintains appropriate expenditures in accordance with established limitations.
19. Assists in updates and revisions of Board Policies and Administrative Regulations.
20. Plans, organizes, publicizes, and attends various district related informational events, recognition programs and competitions.
21. Prepares, processes, and accesses confidential information that is used to contribute to the development of management positions with respect to employer-employee relations.
22. Leads, prepares and manages grant funding proposals.
23. Oversees student interns.
24. Coordinates and collaborates with pertinent staff on grant applications.
25. Performs other related duties as assigned.

EMPLOYMENT STANDARDS:

Knowledge of:

- Excellent verbal, written and interpersonal communication skills;
- Excellent English usage, spelling, grammar, punctuation, and composition;
- Current technology for performance of duties; including graphics design and current publication/print software;
- Excellent analytical and critical thinking skills and ability to use good judgment when making independent decisions;
- Current and emerging video and multimedia production procedures, best practices, methods, techniques and terminology;
- Professional video editing software;
- Innovative trends in multimedia communications;
- Principles, methods, procedures, and strategies concerning a public information, communications, and community relations program within a public school;
- Legal mandates, California Education Codes, policies, regulations and guidelines pertaining to the distribution of news and public information;
- Public Relations' Code of Ethics;
- Social media applications;
- Copyright laws;

Ability to:

- Develop and maintain effective working relationships with District staff, Board members, news media, and the general public;
- Exercise independent discretion and good judgment;

- Operate professional video productions and editing equipment;
- Work independently with minimal direction or supervision;
- Stand and/or sit for extended periods of time;
- Enter data into a computer and operate standard office equipment for extended periods of time;
- See and read a computer screen and printed matter with or without vision aids;
- Speak so that others may understand at normal levels and on the telephone with or without hearing aids;
- Maintain strict confidentiality.

EDUCATION, EXPERIENCE AND REQUIREMENTS:

- Bachelor's Degree in public relations, journalism, communications or a related field, or equivalent experience in education or business environment.
- Postgraduate coursework preferred.
- Five years of increasingly responsible experience in public relations, communications, journalism or a related field preferred.

PHYSICAL CHARACTERISTICS:

- Sufficient vision to monitor activities and read various documents.
- Sufficient hearing to conduct in-person and telephone conversations.
- Sufficient dexterity to write, operate telephone and business machines.
- Ability to speak in an understandable voice with sufficient volume and clarity to be heard in normal conversational distance, on the telephone and in addressing groups.
- Ability to sit and stand for extended periods of time.
- Physical, mental and emotional stamina to endure long hours under sometimes stressful conditions.