

	POSITION DESCRIPTION
Title: Communications Coordinator / Public Information Officer	
Department: Superintendent's Office	FLSA Classification: Exempt
Bargaining Unit: None	Work Year: 12 Month
Reports to: Superintendent	Board Approval Date: May 11, 2022

Salary Grade: Range 6 - Scheduled Management Salary Schedule

Primary Function:

The Communications Coordinator/Public Information Officer 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 includes 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 communication efforts; inform and educate employees, parents, students, media, business, and general public regarding District programs, policies, expectations and successes.
- Serves as a member of the Superintendent's cabinet and provides strategic communication counsel across departments
- Research and prepare a district communication plan that details how key initiatives will be communicated to a variety of stakeholder groups
- Compose, design, write, proofread and edit messaging, including articles, news releases, video scripts, social media posts, web content, and other publications and materials, ensuring clarity, consistency and compliance with the district's goals and objectives
- Establish and maintain District communication technology platforms ensuring these are valuable resources for the school and community stakeholders by ensuring easy navigation with accurate, clear, and timely information
- Assist as media and community liaison for the school system, ensuring professional communication, as directed by the superintendent

- Assist cabinet and principals with crisis communication for school sites, including messaging to staff and families, and media relations
- Provide technical expertise, information and assistance to staff regarding communication platforms
- Engage parents, teachers and students with advertising and outreach activities including, but not limited to student registration, LCAP and Bond progress
- Attend Board meetings; assist as necessary with public comments; publicize awards, summarize meetings and post information on websites or social media
- Coordinate and lead video production and photography support for District events and initiatives
- Coordinate the dissemination of information to the public, to enhance the image of the district and foster community support for district programs or initiatives
- Coordinate translation of district messages, newsletters, documents and videos
- Plan and manage special events as required
- Emphasize parent outreach to English Learners, Foster Youth and Low Socio-Economic families
- Independently plan, organize, prioritize and maintain responsibility for complex and technical work processes in a high-volume environment in order to meet schedules and timelines
- Establish and maintain cooperative and effective working relationships with others
- Maintain the security of confidential materials and information, and work with discretion

Education and Experience

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

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.