



Position Title: **Public Relations & Communications Coordinator**

Department: District

Reports to: Superintendent

SUMMARY: The Public Relations & Communications Coordinator will work with a wide variety of individuals and groups throughout the district and will serve as champion of our district vision, mission and values. The coordinator develops and implements communication strategies and plans as well as oversees, develops and disseminates communication materials about district issues and processes. The coordinator will manage media relations and serve as a spokesperson and news media contact. The coordinator will manage the district's social media and district-level website content as well as provide communications and public relations counsel and advise to the superintendent, school board and administrators. The coordinator provides crisis communication advice and support in school and district emergencies as well as develops and implements public engagement strategies to involve the community in decision-making planning processes.

ESSENTIAL DUTIES AND RESPONSIBILITIES: Other duties may be assigned.

Communications Oversight and Implementation:

1. Serve as a district representative to the media and the public to disseminate accurate information
2. Develop, market and implement the district's communications plan. Develop and sustain a proactive approach to communication that includes a consistent, positive and accurate portrayal of the district and all of its schools
3. Identify and prioritize communication needs and develop communication strategies to address them
4. Implement effective media, community relations, and information campaigns to promote the district's objectives and needs that produces understanding of the district's programs, policies, budgets, initiatives and critical issues
5. Initiate, promote and encourage effective internal and external communications strategies and practices at all organizational levels
6. Provide timely, relevant information to staff, families and other stakeholders
7. Ensure smooth internal and external communication of news from major district initiatives
8. Oversee the development and distribution of informational materials about district policies, programs and plans, including news releases, external information campaigns, and internal employee communications
9. Develop and oversee strategic messaging to parents and the community
10. Communicate clearly and concisely to a wide range of audiences

11. Analyze, interpret, simplify and clearly communicate complex district issues to diverse stakeholders
12. Develop programs to engage parents and the community in the district's decision-making and planning processes
13. Develop and maintain district-level content for the district website. Coordinate with other district administrators to develop and maintain department-specific web content. Provide general oversight of content
14. Create, manage and maintain the district's social media sites and other online platforms
15. Develop and direct the implementation of information campaigns about local funding measures and the impact of statewide ballot measures
16. Coordinate and facilitate public relations events and projects to ensure activities are well-planned, operate smoothly and meet communication goals
17. Give public presentations and assist other personnel with developing and improving public presentations
18. Respond to public complaints and inquiries
19. Continuously monitor, revise and improve communications with a focus on accuracy, messaging and ease of access to information

Media Relations:

20. Help manage news media relations for the district
21. Serve as a news media contact and spokesperson for the district
22. Develop and maintain positive working relationships with local and statewide news media
23. Oversee the development and distribution of news releases and other materials to inform the public about district news via the media
24. Coordinate and conduct media briefings and news conferences as needed
25. Liaise with and advise subject matter experts to provide information to media

Crisis Communications:

26. Help formulate appropriate messaging for sensitive, confidential and controversial issues including employee and student misconduct and labor negotiations
27. Respond to issues involving staff, community and/or parent concerns that may result in some negative impact and/or liability if not appropriately addressed, to identify the relevant issues and recommend or implement a plan of action that will efficiently resolve the issue
28. Advise on messaging and draft parent communication materials for building principals when a critical incident or controversy occurs
29. Conduct emergency communications including hazardous weather notifications
30. Serve as a liaison between schools and media and parents in a school emergency. Serve as a liaison with emergency management and law enforcement as needed
31. Coordinate and enable use of emergency phone notification system to ensure accurate and timely parent communications as needed

32. Respond to urgent situations during and outside of normal working hours to receive information, provide communications support, and convey advice for effective decision-making

Communications Counsel and Executive Support:

33. Serve as a member of the Superintendent's Cabinet, advising on public relations and communications issues and otherwise contributing to setting strategic direction and decision making for the advancement of district goals

34. Provide communications and public relations counsel and support to the school board, superintendent and building administrators

35. Draft, develop and improve communications materials for the superintendent, school board and other district leadership, including talking points, speeches, opinion pieces, and public and staff communications

General:

36. Attends monthly board meetings

37. Corresponds with district staff and stakeholders via email

38. Maintain regular on-time attendance

SUPERVISORY RESPONSIBILITIES: None

QUALIFICATION REQUIREMENTS: 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.

EDUCATION and/or EXPERIENCE: Bachelor's degree in Communications, Public Relations or related fields preferred. Experience in public relations/communications within public organization. Experience in resolving complex issues. Knowledge of school district organization and practices preferred.

LANGUAGE SKILLS: Ability to read and interpret documents such as educational research, professional publications, and curriculum guides. Ability to write routine reports and correspondence, as well as create materials for presentations, such as charts and graphs. Ability to speak effectively before administrators, staff, parents, and students. Ability to facilitate group processes with teachers and administrators. The ability to create and deliver written reports to both large and small groups. Ability to translate, both verbally and in writing, information from Spanish to English, and English to Spanish preferred, sufficient to communicate program information.

MATHEMATICAL SKILLS: Ability to calculate figures and amounts such as mean, median, mode, standard deviation and percentages. Ability to read and apply statistical

data and interpret scores for application in the design and implementation of reading improvement programs. Ability to apply concepts of basic algebra and geometry.

REASONING ABILITY: Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

OTHER SKILLS and ABILITIES:

- Must be a self-directed individual who is a strategic thinker and has strong decision making skills
- Ability to use multiple sources of data to inform short- and long-term decisions; analytical and organizational skills required
- Ability to multi-task and manage flow of simultaneous projects in a fast paced environment
- Superb communication and interpersonal skills
- Outstanding diplomacy and relationship building skills, problem solving skills, a consultative approach and the ability to analyze, forecast and plan
- Ability to build trust and rapport with a diverse body of stakeholders
- Ability to establish and maintain strategic partnerships
- Demonstrated experience navigating through complex organizational structures
- Strategic planning and operational deployment skills desirable
- Ability to build solid relationships at all levels of the organization
- Excellent interpersonal skills and customer focus, with the ability to positively interact with administrators/managers, employees, and community members
- Understanding of and ability to work within a political environment with competing demands and limited resources
- Credibility with schools and other stakeholders; demonstrated ability to lead and manage change
- Outstanding organizational skills
- Ability to work effectively with diverse stakeholders
- Ability to successfully work independently as well as in a team environment
- High degree of professionalism, integrity, and dependability

PHYSICAL DEMANDS: 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 frequently required to sit; occasionally walk and stand; travel from building to other sites. Specific vision abilities required by this job include close vision, distance vision, depth perception, and the ability to adjust focus. The employee is required to be able to hear conversations in both quiet and loud environments. The employee must be able to work with a computer screen to review and assess data. The employee must have dexterity of the hands and good visual acuity that will allow the employee to work with a computer screen for several hours at a time on a regular basis.

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 regularly works indoors. The employee occasionally works in temperatures above 100° and below 32° and occasionally will walk on slippery surfaces. The employee must be able to meet deadlines with severe time constraints. The employee frequently will work irregular or extended work hours while performing the duties of this job.

The noise level in the work environment is similar to that found in most schools and classroom. The noise level may vary from very quiet to very noisy and chaotic. The information contained in this job description is for compliance with the American with Disabilities Act (A.D.A.) and is not an exhaustive list of the duties performed by this position. Additional duties are performed by the individual currently holding this position and additional duties may be assigned.