

COMMUNICATIONS COORDINATOR

JOB SUMMARY

Under general direction from the Superintendent, the Communications Coordinator administers the District's digital communications program by designing, producing, implementing and managing content on the District's website, social media accounts and print publications; serves as a member of the Administrative Council (Leadership Team) in determining the strategic plan related to marketing District events, services, and achievements and the branding of the District; develops methods and processes to ensure the highest level of District digital communications.

REPRESENTATIVE DUTIES

The position description describes the general nature of work performed.

ESSENTIAL FUNCTIONS

The Communications Coordinator may perform any combination of the following:

- Collaborates with school site and district administration to identify programs, events, and other activities to highlight; determines priorities and plans work schedule accordingly.
- Develops and implements communication and social media standards, goals and priorities; coordinates and maintains the District's digital presence, marketing, and branding goals and objectives; reviews and updates as necessary.
- Takes photos and records videos to provide information as well as highlight and market District events, services and accomplishments.
- Edits photos and videos using standard editing techniques and software; creates and produces digital products to inform students, parents, staff, and the public; markets the attributes of the District.
- In collaboration with others, creates, posts, and updates content on the District Website and social media accounts; determines appropriate style and layout to effectively communicate desired outcomes.
- Determines the artistic and visual layout for District website pages, social media, and print materials. Reviews and updates District website pages and social media accounts to improve overall aesthetics.
- Reviews legislation, stays current with changes, and ensures compliance related to government mandates and best practices for displaying information (e.g. online accessibility).
- Develops training materials and delivers trainings to users on various systems (e.g. web, communication) to inform users of best practices, current/standardized templates and professional etiquette when using systems for communication.
- Collaborates with school site staff to develop and maintain a student digital communications intern program; provides direction, guidance and training to student interns and reviews their completed work.
- Performs programming and coding tasks to ensure functionality of website and related links, forms, and documents; works with representatives from the web provider and other staff members to resolve issues related to the website.
- Monitors and tracks website and social media activity to gather data; analyzes data to inform decisions related to optimizing exposure and improving the capacity for communications.
- Monitors digital communications to ensure delivery of the communication and marketing strategic plan.
- Designs graphics using standard design techniques and software.
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- Collaborates with District administration to add visuals to print content for brochures and other promotional materials.
- Develops timelines and priorities for digital communications projects and publications.
- Oversees and manages a budget for digital communications.
- Records and posts District board meetings to website.
- Keeps current with visual media communications software, technologies and trends. Maintains organized electronic files of content and associated records.
- Communicates orally and in writing with a wide variety of staff, agencies and District stakeholders.
- Develops effective working relationships with District staff, vendors, and others contacted in the course of performing assigned duties.
- Performs other job-related duties as assigned.

JOB REQUIREMENTS: MINIMUM QUALIFICATIONS

KNOWLEDGE OF:

- Principles and practices of visual communications, marketing and branding.
- Current technologies, methods and channels for delivering effective visual communications.
- Fundamentals of graphics, photography, video, layout and production for print, web, and social media.
- Photography, videography, and related imaging and editing software.
- Web design, development and associated software programs and programming languages.
- Principles, practices and legislation related to maintaining content on websites and social media.
- Correct English usage, grammar, spelling, punctuation and vocabulary
- Principles and practices of electronic file management for visual content and associated records.
- Navigation, settings, postings, editing, and professional etiquette when using social media.
- Laws, codes, rules, regulations and policies associated with publishing communications such as photographs, videos and graphics.

ABILITY TO:

- Use a variety of visual communications-related technologies, software, equipment, tools and delivery methods.
- Apply best practices when implementing digital communications, marketing and branding for the District.
- Adhere to ethics, standards and laws when publishing visual communications.
- Analyze situations accurately and recommend an effective course of action.
- Plan, initiate, prioritize, and organize work within established timelines.
- Keep current with trends in the digital communications field and associated technology applications.
- Attend District and school events and meetings to take photographs and record videos.
- Maintain organized files of visual content and associated records.
- Develop and maintain cooperative and professional relationships with others.
- Communicate and coordinate activities and projects with other agencies and District staff.
- Maintain accurate and organized electronic files and records.

EDUCATION AND EXPERIENCE

Any combination of education and experience equivalent to a bachelor's Degree in Digital Media Arts, Communications or closely related field and four years of communications work experience including

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video production, photography, and visual and graphic design for print, web, and social media. Experience must include responsibility for overseeing digital communications for a public or private agency. Experience in a school setting is preferred.

DISTINGUISHING CHARACTERISTICS

The Communications Coordinator is a single position classification within the Superintendent’s Office. The work schedule will vary considerably depending upon District events. Evening and weekend work is a regular part of this assignment. The incumbent serves as a member of the Superintendent’s Administrative Council with significant strategic planning and decision-making responsibility as it relates to administering the District’s digital communication program.

REQUIRED TESTING

Pre-employment testing and assessment is required in order to demonstrate the minimum qualifications for the position.

LICENSING AND CERTIFICATION REQUIREMENTS

Valid California Class C driver license and evidence of insurability.

CONTINUING EDUCATION/TRAINING

Participation in ongoing job-related training as assigned or needed.

CLEARANCES

California Department of Justice (DOJ) and Federal Bureau of Investigation (FBI) background (fingerprint) clearance; pre-employment physical examination including tuberculosis (TB) and drug screen clearances.

WORKING ENVIRONMENT

This assignment requires the ability to travel to various locations to interview, photograph and record videos of events, meetings, and other activities. The usual and customary methods of performing the job functions require the physical demands outlined below. All requirements are subject to possible modification to reasonably accommodate individuals with a disability.

Demands: Frequency Definitions Based on an 8-Hour Day:

Never = 0%

Seldom = 1-10% (<45 minutes)

Occasionally = 11-33% (up to 3 hours)

Frequently = 34-66% (up to 6 hours)

Continuously = 67-100% (more than 6 hours)

Seldom	stooping/bending, squatting/crouching, climbing/balancing, kneeling, twisting back
Seldom/Occasionally	pushing and pulling, reach above shoulder, reach at shoulder
Occasionally	walking, standing, lifting 11-25 lbs. at waist height, carrying 11-25 lbs. up to 25 feet, lifting up to 10 lbs. overhead or at shoulder height, carrying up to 10 lbs. up to 25 feet

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Occasionally/Frequently handling/simple grasping, sitting, neck flexion/rotation, fingering/fine manipulation, reach below shoulder

AUDITORY, ORAL OR VISUAL REQUIREMENTS

Auditory and oral communications ability is required to hear and clearly communicate with others within the course of performing the essential functions of the job. Vision ability to see near, distant, color, depth and peripherally.

ENVIRONMENTAL CONDITIONS

Indoor office work environment and outdoor environment for covering events.

FLSA STATUS

Exempt