

SALEM-KEIZER PUBLIC SCHOOLS JOB DESCRIPTION

10/17	<u>COMMUNICATIONS COORDINATOR</u>	2.8.3
Effective Date	Job Title	Index

DEFINITION

To improve student achievement through the preparation of District communication plans, publications, news releases, reports, social media calendars, and other internal and external reports; to create, write and produce video programs; develop proactive relationships with local, regional and national media; and to analyze and recommend communication strategies and procedures for the District.

SUPERVISION RECEIVED AND EXERCISED

Receives direction from an assigned supervisor. Methods of performing tasks are usually left to the judgment of the employee with a supervisor giving occasional instructions, advice, and decisions. Work is reviewed occasionally while in progress and upon completion.

ESSENTIAL FUNCTIONS OF THE JOB - May include, but are not limited to, the following:

Developing communications plans for District initiatives, including research and evaluation of effectiveness.

Implementing the ongoing content development and curation of the District's website.

Generating editorial calendars and crafting content for district newsletters.

Establishing relationships with media and assisting with press conferences, media tours, and pitching.

Assisting with crisis communications.

Maintaining quality control and keeping up-to-date on new internet technologies and standards.

Preparing newsletters and publications for distribution both within and outside the District.

Writing news releases, articles, and news items and editing the copy of other contributors.

Developing and coordinating public relations activities for bond elections; preparing work plans and strategies for information dissemination.

Researching and writing speeches as necessary.

Developing and implementing internal communication programs.

Creating, writing and producing video programs for District staff.

Providing copy, design and photographs, and providing guidance related to printing.

Assisting schools and departments by providing guidance on preparing or editing articles and other publications.

Creating content and posting to district social media.

Preparing photographic and other visual aids.

Preparing communication plans to meet District and schools needs.

Providing editing services for district publications.

Maintaining regular and consistent attendance and punctuality.

Performing related duties consistent with job description and assignment.

MINIMUM QUALIFICATIONS

Knowledge of:

Social media best practices and measurement.

Graphic design and/or website design and maintenance.

Content Management Systems.

Associated Press Style.

Marketing.

Principles and practices of journalism.

Principles and practices of school and community relations.

Principles and techniques of planning, layout, and editing of brochures, pamphlets, newsletters, and other publications.

Principles and practices of photography and video production.

Current office procedures, practices and computer equipment.

Ability to:

Work independently and as part of a team.

Prepare original, interesting and informative publications, videos and news articles.

Analyze communication effectiveness and develop strategic plans.

Use desktop publishing software.

Establish and maintain effective working relationships.

Manage multiple projects and priorities.

Communicate clearly and concisely, both orally and in writing.

Experience and Training

Any combination of experience and training that would provide the required knowledge and abilities is appropriate. A representative way to obtain the required knowledge and abilities would be:

Experience:

One year of responsible public relations or communications experience.

Training:

Equivalent to a Bachelor's degree from an accredited college or university with major course work in public relations, Journalism, English, communications or a related field.

Work Environment:

Climate controlled office settings and exposure to minimal noise intensity levels.

Moderate level of contact with district personnel and outside agencies/community.

Physical Requirements:

Frequent reaching, handling, talking and hearing. Mobility to work in a typical office setting and use standard office equipment, stamina to remain seated and maintain concentration for an extended period. Hearing and speech to communicate in person or over the telephone. Vision: Frequent near acuity; occasional far acuity. Vision to read printed materials, computer screens and/or other monitoring devices.

Strength: Sedentary/Light – Exert force to 15 pounds occasionally or a negligible amount of force frequently to lift, carry, push, pull or move objects.

Salem-Keizer School District is an equal opportunity employer.

Position: Communications Coordinator

I am willing and able to perform the duties of this job:

Signature: _____

Date: _____

Print Name : _____