

COMMUNICATIONS COORDINATOR/ASSISTANT TO THE SUPERINTENDENT

DEFINITION

Under the general direction of the Superintendent, performs a variety of duties to assist with administrative tasks. Plans, develops, and implements strategic communications regarding all aspects of the District's public information plan; initiates, advises upon and coordinates effective media, community, and public relations; maintains editorial and graphics standards; and facilitates a variety of public information and community relations activities, events, projects, inclusive to internal and external communications.

EXAMPLES OF DUTIES INCLUDE (but are not limited to):

- Prepares agendas for Governing Board meetings and delivers meeting materials, posts agendas, maintains mailing lists, and mails Governing Board agendas according to requirements of The Brown Act.
- Sets up and attends Governing Board meetings, takes notes of Governing Board meeting and business transactions, transcribes minutes for review and editing, maintains official records of the Governing Board minutes, reports and supplies required documentation.
- Serves as Assistant to the Governing Board and Superintendent, fulfilling day-to-day administrative duties for all five Governing Board members.
- Supervises the updating of District Policy and Administrative Regulations books, and maintains necessary records of policy changes.
- Prepares and maintains documentation for the Governing Board and Superintendent, including Conflict of Interest filings, election documentation, official State and County rosters, Governing Board officer and committee liaison appointments.
- Sets and monitors the budget for the Superintendent's office and the Governing Board; prepares purchase orders for all expenditures.
- Implements an effective District-wide strategy to communicate effectively with staff and constituents; establishes and maintains positive relationships with multiple stakeholders.
- Under the direction of and in consultation with the Superintendent, provides information to news media, develops press releases, and arranges interviews for media representatives related to public information.
- As directed, serves as a spokesperson for the District; maintains a professional relationship with newspapers and other media representatives.
- Assists school site and district office administrators in the development of effective communication mechanisms, such as brochures, newsletters, websites, and other forms of written and online materials.
- Seeks out and cultivates news and information resources for the development of positive stories.
- Assists in the formulation and modification of the District's community outreach procedures and practices.
- Develops a social media strategy and actively builds the District's social media presence.

- Identifies and promotes interest groups who are supportive of the District's educational objectives to expand upon the organization's positive reputation.
- Arranges for reproduction of printing and distribution of public relations materials within prescribed timelines.
- Acts as a liaison between site and/or District administrators in gathering and sharing factual information with the media and public-at-large.
- Supports and prepares crisis communications, including maintaining and updating an annual plan of action.
- Produces communications in multiple languages, including employing translation services to ensure District communications are reaching all school stakeholders.
- Serves as a District Liaison to state and local government and other agencies as requested.
- Maintains the Superintendent's calendar, schedules meetings, appointments and conferences, makes travel and hotel arrangements, as requested.
- Receives and screens telephone calls, visitors, and inquiries from the public.
- Coordinates the processing of Public Records Act requests.
- Performs other duties as assigned.

QUALIFICATIONS GUIDE

Skills, Knowledge and/or Abilities Required:

- Possesses excellent communication skills, both orally and in writing, for a variety of audiences.
- Establishes and maintain cooperative and tactful working relationships with employees, the public and media.
- Demonstrates tact, and diplomacy; maintains confidentiality of privileged and sensitive information.
- Handles District and/or site communication activities during crisis.
- Writes reports, news releases and related data in a creative, clear and concise manner for broad public appeal as well as specialized audiences.
- Presents a positive image of the District and its operation to the public and complies with the District's customer service standards, as outlined in Board Policy.
- Maintains awareness of current issues and legislation affecting public education.
- Demonstrates understanding of fundamental principles of public relations and organizational marketing techniques.
- Understands administrative and managerial components of school operations.
- Possesses fundamentals of writing, proofreading, composition, story layout, design, and production of mass media communications, both digital and print media, and has the ability to use associated software.
- Demonstrates working knowledge of FERPA and other District security policies and procedures.
- Demonstrates a working familiarity with The Brown Act.
- Understands legal mandates, policies, regulations and guidelines pertaining to the distribution of news and public information as it relates to the field of education.

- Uses with ease and proficiency desktop publishing software, applications, and other communication, media, or publishing platforms.
- Establishes rapport and works effectively with all levels of District personnel, students, parents and the public.
- Designs and implements user-friendly webpages in alignment with District standards.
- Edits and proofs documents for publication in a variety of media outlets.
- Understands and carries out oral and written instructions.
- Uses correct math, grammar, spelling punctuation and composition.
- Demonstrates ability to work and stay calm under pressure, meet deadlines, and establish priorities.

Training and Experience:

Required: Bachelor of Arts or Science degree in communications, education, or a related field. Minimum of three years of experience as an education or communications professional, with extensive writing and speaking experience.

Desired: Master of Arts or Science degree in such areas as communications, education, or related field. Work experience in education strongly preferred.

Physical Requirements:

While performing the duties of this job, the employee is regularly required to sit, walk, stand, talk and hear. Specific vision abilities required by this job include close vision and distance vision. Occasionally the individual must meet deadlines with severe time constraints, interacting with the public and peers. Occasionally the position requires the employee to work irregular or extended hours, make decisions which will direct others' responsibilities related to personal and organizational safety and well-being, set work output and timelines of other colleagues, and meet multiple demands simultaneously.

Approved by: _____

Date: _____