

LAS VIRGENES UNIFIED SCHOOL DISTRICT

JOB DESCRIPTION

District Communications Coordinator

Draft 1/11/18

Description of Position:

Under the direction of the Chief Technology Officer, this position supports student achievement by engaging with the community as a representative of our District to share accurate and timely information to encourage internal and external support of District initiatives. The Communications Coordinator assists with the development of and maintains District communications plans and procedures, works with school representatives and administration, and ensures that District communication tools and channels are effective and current.

REPRESENTATIVE DUTIES:

- Maintains relationships with media, school sites, parent groups, and community leaders to facilitate the spread of positive stories and important information. Assists in developing communication guidelines and procedures for handling sensitive information or media contact
- Updates District websites and social media channels with timely and relevant information
- Works with site communications coordinators and administrators to standardize District and school information and branding
- Prepares and distributes press releases and communications to staff, parents and community, and media
- Collects media and materials for use in district communications and outreach.
- Maintains master editorial calendar of information about District activities, programs, initiatives, and events open to the public
- Prepares advertising and promotions of District programs
- Prepares presentations using a variety of technologies and tools
- Develops materials relating to District communication policies, procedures, and programs as needed; communicates with parents, the public, District personnel, and members of the community orally and in writing
- Reviews and verifies accuracy and completeness of various documents and forms, both electronically and in hard copy
- Maintains confidentiality of materials and information
- Coordinates, organizes and performs complex clerical and database management functions
- Assists staff and the community with the use of District software and tools as needed.
- Performs related duties as assigned

KNOWLEDGE OF:

- District organization, operations, policies and programs
- Mobile devices and apps
- Modern office practices, procedures, computer software programs, and equipment.
- Communications tools such as e-mail, social media, calendar functions, and task management
- Internet navigation and research
- Correct spelling, grammar, and punctuation

ABILITY TO:

- Provide information to all District staff, parents and the community; demonstrate success as a team player with a positive attitude and willingness to learn; ability to adapt with changing situations
- Effectively plan, organize, and complete multiple high priority tasks within reasonable time limits
- Work independently with minimal direct supervision
- Communicate effectively both orally and in writing
- Perform duties effectively with frequent interruptions
- Maintain accurate records and prepare reports
- Understand and accurately follow oral and written directions
- Maintain cooperative, effective working relationships with the public and District staff
- Work confidentially and use appropriate discretion in disseminating information

QUALIFICATIONS:

- Bachelor's degree or equivalent with coursework in communication preferred; three years experience in online publishing, social media, or public relations preferred
- Excellent writing and oral communication skills
- Online publishing, basic graphic design skills, video production experience preferred
- Valid Driver's License

WORKING CONDITIONS:

- Office, public, and school site environments
- Frequent interruptions

PHYSICAL ABILITIES:

- Visual capability to read handwritten or typed documents and the display screen of various office equipment and machines
- Driver's license and ability to drive to school sites and events
- Ability to conduct verbal conversation
- Ability to hear normal range verbal conversation (approx. 60 decibels)
- Ability to sit, stand, stoop, kneel, bend and walk
- Ability to sit for sustained periods of time
- Ability to climb slopes, stairs, and steps
- Ability to carry/lift up to 30 pounds
- Ability to operate office machines and equipment in a safe and effective manner
- Manual dexterity to operate basic office equipment at the required speed and accuracy