

Marion County Public Schools
Job Description

Position Title: Communications Coordinator Job Class: 0290 Department: District Reports To: Superintendent Approved By: Marion County Board of Education Date: December 2018
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SUMMARY: Under the direction of the Superintendent, improves student achievement through the preparation of District publications, news releases, reports, and other internal and external communication methods; creates, writes and produces electronic communication via video and social media networks; and analyzes and recommends communication strategies and procedures for the District.

ESSENTIAL DUTIES AND RESPONSIBILITIES: *Other duties may be assigned.*

- Works in partnership with the Superintendent in the development implementation of a District Communications Plan.
- Coordinate public information and media relations during emergency situations; coordinate district communications with other agencies when needed.
- Prepares publications for distribution both within and outside the District.
- Writes news releases, articles, and news items and edits the copy of other contributors.
- Maintains district social media site(s) and updates district website.
- Attend School Board meetings and participate in administrative meetings as needed.
- Researches and writes speeches as necessary.
- Develops and implements internal and external communication programs.
- Creates, writes and produces video programs for District staff.
- Photographs district programs and events for publications.
- Provides copy lay out and photographs, as well as guidance related to printing.
- Assists schools and departments by providing guidance on preparing or editing articles and other publications.
- Prepares district publications, including district brochures.
- Updates and publishes school and district profiles.
- Maintains contact with the news media regarding District and school events.
- Prepares communication plans to meet District and school needs.
- Manages communication goals, objectives and tasks in the district's Strategic Plan.
- Provides editing services for district publications.
- Maintains regular and consistent attendance and punctuality.
- Establish regular communication with staff to procure classroom highlights and details of other educational programs for publications.

- Maintains strict confidentiality in a wide variety of situations.
- Performs related duties consistent with job description and assignment.

KNOWLEDGE and ABILITIES:

- Knowledge of school district operations.
- Knowledge of best practice and current strategies and techniques in communications, public information and marketing, video production and social media.
- Knowledge of the principles and techniques of planning, layout, and editing of brochures, pamphlets, newsletters, and other publications.
- Exemplary skills in written and oral language with the ability to communicate respectfully, clearly and concisely by telephone, in person, and in written form, including generation of publications, articles, press releases, and correspondence.
- Skills in word processing, grammar/punctuation, text editing, document and presentation layout and production skills especially using MS Office Suite, photo editing, desktop publishing, graphic design, or other design software.
- Exemplary skill in positive human relations.
- Ability to establish and maintain effective working relationship with staff, students, parents and the community, and to represent the district in a professional manner.
- Ability to work independently, exercise independent judgment, set priorities, meet deadlines and work effectively under pressure.