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|  | **JOB TITLE** | FAMILY COMMUNICATIONS COORDINATOR |
| **REPORTS TO** | DIRECTOR OF FAMILY CARETAKING (DPP) |
| **SALARY SCHEDULE/GRADE** | FAMILY CARE SERVICES |
| **CONTRACTED DAYS AND/OR HOURS** | 240 DAYS, 7.5 HOURS PER DAY |
| **EXEMPT STATUS** | NON-EXEMPT |
| **JOB CLASS CODE** | 7865 |
| **POSITION CLASSIFICATION** | CLASSIFIED PROFESSIONAL |
| **DATE APPROVED** |  |

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| **QUALIFICATIONS** |
| Bachelor's Degree Required. |
| Two or more years of experience in communications, public relations, Journalism, or a related field.  |

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| **POSITION SUMMARY** |
| Energize and create strong, welcoming relationships with Nelson County Schools families and students through powerful district communications and initiatives that are efficiently and effectively shared with employees, students, and families and the broader community. |

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| **DISTRICT AND SCHOOL PRIORITY ALIGNMENT** |
| Align actions with district and school values and core priorities. Evaluated based on the efficacy of aligned actions.  |

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| **PERFORMANCE RESPONSIBILITIES** |
| Collaborate with schools to facilitate meaningful and hospitable enrollment experiences for all Nelson County families through digital storytelling, marketing, and online resources. |
| Communicate to prospective students and families our community centered opportunities and information for enrollment events. (ie Recruitment of preschoolers and kindergartners) |
| Collaborate and support A-teams with school wide programming: educational materials, incentive programs, and Nrgizing celebrations. |
| Nrgize the district wide attendance improvement plan. (Branding, Marketing, and Promoting Events) |
| Assist in the development of website layout and information in relation to student enrollment and registration. (Creation of electronic forms and collaborating with other directors, ie food service, athletics, workforce development, to build systems for families to complete necessary information for data collection purposes). |
| Assists in the development of programming around data trends that will strengthen family experiences and student engagement.  |
| Support communication with Online Registration to families and Parent Portal usage |
| Assisting in the improvement of truancy communication through IC generated absentee letters, door hangers, and other forms  |
| Demonstrate a commitment to professional growth. |
| Demonstrate punctuality and regular attendance.  |
| Maintain appropriate professional appearance. |
| Adhere to the appropriate code of ethics. |
| Perform other duties as assigned by Superintendent or designee. |

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| **KNOWLEDGE AND ABILITIES** |
| Ability to operate a variety of multimedia equipment, design district and school system productions.  |
| Ability to deliver consumer-ready materials for publication and/or broadcast within 24 hours of acquiring appropriate materials and/or footage. |
| Ability to manage the design, implementation, documentation, and troubleshooting of enrollment and registration of the District website.  |

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| **PHYSICAL DEMANDS** |
| Work is performed while standing or sitting indoors or outside. |
| Must have an adequate range of motion in the upper extremities.  |
| Requires the ability to communicate effectively using speech, vision and hearing.  |
| Physical movement.  |
| Bending, squatting, reaching, with the ability to lift, carry, push or pull light weights.  |