
Position:	Communications Coordinator	FLSA:	Exempt
Department/Site:	Communications Department	Salary Grade:	43
Reports to/Evaluated by:	Chief Communications Officer	Salary Schedule:	Classified Management

SUMMARY

With minimal oversight by the Chief Communications Officer, this position leads a team responsible for the strategic planning and district-wide implementation of the District's internal and external communication efforts. This includes the day-to-day coordination of information and communication activities including execution of the District's strategic communication plan, identification, development and execution of communication resources and tools to support successful execution of the plan.

The Communications Coordinator, in order to execute the work of the Communications Department, may assign work to Communications Department staff, as well as support a network of academic and administrative departments in creating content, and resources to support ongoing education and training.

DISTINGUISHING CAREER FEATURES

This position develops, maintains, and grows the District's brand through innovative use of communication resources. The Communications Coordinator works collaboratively with the Communications Department staff to execute the District's strategic communications plan and the necessary communication tools to support effective communication by the District. This position works with the various departments, administrators, and school site personnel to coordinate and support communication resources districtwide, and performs other duties as assigned to support effective communications by the District

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Coordinates research and development of information that highlights accomplishments of students, schools, and community partners.
- Develops and implements effective strategies for the distribution of information via printed materials, digital media, direct mail, and other means.
- Researches mass media, interviews individuals and groups, and utilizes other techniques to sample public attitudes and trends; researches, plans, executes and evaluates district communication efforts.
- Provides day-to-day support and leadership to department staff within established communication plans and creation of content and collateral materials.
- May act as spokesperson for the District at the direction of the Chief Communications Officer or Superintendent.
- Supports the effective response to emergency situations by supporting the consistent flow of factual information to key audiences both internal and external as directed.

- Produces and edits materials designed for internal and external audiences, including the district's newspaper *CUSD Today*, for accuracy, credibility, readability, format, style, content, grammar, composition, and effective differentiation for diverse audiences.
- Assists with District events that are coordinated by the Communications Department.
- Assists in the development of and presentation of information to stakeholders in multiple formats and venues.
- Develop maintenance, training, orientation, and trouble-shooting resources for end users, including online documentation for training and support needs.
- Plan, research and execute the district's communication strategy for mobile devices.
- Identify trends and new resources in digital media communication and make recommendations to the Chief Communications Officer on adoption of new communications strategies and tools.
- May perform other duties as assigned.

QUALIFICATIONS

Abilities: Strong verbal/written communication and presentation skills. Well-developed technological skills required (PC, Internet, Mobile, etc.). Able to develop effective, professional working relationships with multiple departments and service providers that promote mutual success. Able to manage multiple, concurrent deadlines and operate with a sense of urgency. Strong understanding of principles and techniques of media relations, strategic communications, and digital communication platforms. Highly organized and can work effectively in a fast-paced, deadline-driven, team-oriented environment requiring the ability to prioritize and execute multiple projects simultaneously. Results-oriented and have a record of success working in a goal-oriented, highly accountable environment. Experience leading/management a team of individuals.

Physical Abilities: Requires sufficient ambulatory ability to perform work at multiple locations. Requires sufficient hand-arm-eye coordination and hand/finger dexterity to use a computer keyboard and common office equipment. Requires near visual acuity to recognize words and numbers. Requires ability to project voice to small groups and to carry on conversations over the phone and in person.

Education and Experience: Typically requires a Bachelor Degree in Communications, Marketing or other related field or equivalent minimum of 3-5 years of experience in the development and execution of marketing and communications with a proven record of success. Experience in education field preferred. Some experience may substitute for higher education. Technical certifications may substitute for some experience.

License(s) and/or Credential: May require a valid CA driver's license.

Working Conditions: Work is performed in usual office conditions with rare exposure to disagreeable environmental factors.