

DURANGO SCHOOL DISTRICT 9-R JOB DESCRIPTION

Job Title: Communications Coordinator
Job Family: Managerial/Technical
Department: Communications
Typical Work Year: 12 months

Pay Grade: Administrative Salary Schedule
FLSA Status: Exempt
Prepared Date: November 1, 2014

SUMMARY: Responsible for assisting with timely and accurate dissemination of District information to internal and external stakeholders. Responsible for strategic communications projects and publications writing and development, up to and including updating School District websites and social media, newsletters and news releases. Collaborate with District staff to produce professionally designed print and electronic communications that support the strategic vision of Durango School District 9-R. Use contemporary design theory to create communications tools appropriate for the target audience. Develop and promote good community relations among various community and school stakeholder groups. Provide communications and writing support to the Board of Education, Superintendent, School Directors, and Supervisors as needed.

ESSENTIAL DUTIES AND RESPONSIBILITIES: *To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The frequency and percentage of time of duties may vary based on building or department assignment.*

- D 20% Use contemporary design theory and desktop publishing software to design, write, produce and proof professional print and electronic materials (including social media and website content, newsletters, brochures, advertisements, Student and Family Success Guide, flyers, lunch calendar, etc.) as well as marketing materials for departments and special events based on purpose, tone, target audience and message of large-volume and high-distribution to be delivered School District-wide and throughout the community. Solicit printing estimates, coordination of printing and distribution. Integrate typography, photography, graphics, and color schemes into an effective design and layout. Create spot graphics, presentations, and templates as needed. Take photographs/video for use in District print and electronic publications. Implement and enforce graphic standards.
- D 10% Provide guidance and best practice to School District staff and schools in marketing, appropriate communications tools, and graphic standards. Keep up to date on new methods and technologies to keep the District's marketing and communications efforts on the cutting edge. Collaborate with staff to develop and implement communications/marketing plans.
- D 5% Handle confidential matters for Durango School District 9-R as directed including requests for information. Provide administrative and clerical support as requested including researching and gathering background information on topics and issues, preparing executive summaries and other materials, coordinating with other departments to secure materials requested. Maintain materials for School District events, special presentations and ceremonies.
- D 10% Maintain mail/email databases of media, member bodies, newsletter subscribers, local businesses and others. Maintain archive of 9-R's news releases, newsletters, and mentions in the media and prepare electronic clippings for reproduction, reporting and website purposes. Assist in coordinating communications and public relations efforts including website updates, social media, news releases, newsletters, special publications and advertising.
- D 5% Represent the School District at designated community functions and with community organizations and serve on District-wide committees. Attend professional conferences and meetings to stay current on educational issues, school public relations practices, and graphics applications.
- D 10% Support departments crisis and emergency communications functions and services, including scripts, communications channels, messaging development and delivery, training and best practices etc. As well as help maintain accurate database of contacts and custom lists.
- D 10% Develop video assets for the communications department that help to educate various community members and constituents as well as inform media and other interested parties of district initiatives and goals by filming, editing and developing scripts for video purposes.

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| D | 10% | Support district asset development, which may include photographs, videos, letters, newsletters, partnerships, programs and services. |
| D | 15% | Manage and oversee the District Partnership Program, which includes managing applications, creating and processing MOU's, approving and disseminating flyers, organizing partnership announcements for various communications channels and communicating with and supporting partners. |
| Ongoing | 5% | Perform other duties as assigned. |

EDUCATION AND TRAINING: A BA degree in journalism, communications, graphic design, marketing, advertising, or a related field.

EXPERIENCE: More than three years of experience in communications, graphic design, photography, prepress, typography, page layout, print production, and finishing methods.

CERTIFICATES, LICENSES, & REGISTRATIONS: Valid Colorado Driver's License required. Criminal background check required for hire.

TECHNICAL SKILLS, KNOWLEDGE & ABILITIES:

- Bilingual oral and written communication skills preferred.
- Advanced oral and written communication and interpersonal skills.
- Advanced English language skills.
- Excellent time management and problem solving skills.
- Excellent customer service and public relations skills.
- Advanced critical thinking and problem solving skills.
- Basic accounting and bookkeeping skills.
- Excellent personal computer and keyboarding skills.
- Strong knowledge of communications, graphic design, photography, prepress, typography, page layout, print production, and finishing methods.
- Ability to maintain confidentiality in all aspects of the job.
- Ability to manage multiple tasks with frequent interruptions, use time efficiently, demonstrate attention to detail, follow instructions, and respond to management direction.
- Ability to work with students with diverse backgrounds and abilities.
- Ability to promote and follow Board of Education policies, Superintendent policies, and building and department procedures.
- Ability to communicate, interact and work effectively and cooperatively with all people including those from diverse ethnic and educational backgrounds.
- Ability to recognize the importance of safety in the workplace, follow safety rules, practice safe work habits, utilize appropriate safety equipment, and report unsafe conditions to the appropriate administrator.

MATERIALS AND EQUIPMENT OPERATING KNOWLEDGE:

- Advanced operating knowledge of and experience with personal computers, peripherals, and office software.
- Advanced operating knowledge of and experience with graphics design software.
- Operating knowledge of and experience with typical office equipment, such as telephones, copier, fax machine, E-mail, etc.

REPORTING RELATIONSHIPS & DIRECTION/GUIDANCE:

Reports to: Public Information Officer
Direct Reports:

BUDGET AND/OR RESOURCE RESPONSIBILITY: none

PHYSICAL REQUIREMENTS & WORKING CONDITIONS: *The physical demands, work environment factors and mental functions described below are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

PHYSICAL ACTIVITIES:	Amount of			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Stand			X	
Walk			X	
Sit			X	
Use hands to finger, handle or feed			X	
Reach with hands and arms			X	
Climb or balance		X		
Stoop, kneel, crouch, or crawl		X		
Talk				X
Hear				X
Taste	X			
Smell	X			

WEIGHT and FORCE DEMANDS:	Amount of			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Up to 10 pounds				X
Up to 25 pounds			X	
Up to 50 pounds	X			
Up to 100 pounds	X			
More than 100 pounds	X			

MENTAL FUNCTIONS:	Amount of			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Compare				X
Analyze				X
Communicate				X
Copy		X		
Coordinate			X	
Instruct			X	
Compute		X		
Synthesize			X	
Evaluate				X
Interpersonal Skills				X
Compile			X	
Negotiate			X	

WORK ENVIRONMENT:	Amount of			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Wet or humid conditions (non-weather)	X			
Work near moving mechanical parts	X			
Work in high, precarious places	X			
Fumes or airborne particles	X			
Toxic or caustic chemicals	X			
Outdoor weather conditions		X		
Extreme cold (non-weather)	X			
Extreme heat (non-weather)	X			
Risk of electrical shock	X			
Work with explosives	X			
Risk of radiation	X			
Vibration	X			

VISION DEMANDS:	Required
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No special vision requirements.	
Close vision (clear vision at 20 inches or less)	X
Distance vision (clear vision at 20 feet or more)	X
Color vision (ability to identify and distinguish colors)	
Peripheral vision	
Depth perception	
Ability to adjust focus	X

NOISE LEVEL:	Exposure Level
Very quiet	
Quiet	
Moderate	X
Loud	
Very Loud	