



Job Description

Job Title:	Coordinator of District Communications and Community Relations
Department:	Communications
Classification:	Administrator II
Reports To:	Superintendent
FLSA Status:	Exempt

Job Summary: The job of “Coordinator of District Communications and Community Relations” is done for the purpose of developing and directing activities related to both internal and external communications, support for the superintendent, board relations, volunteer programs, legislative relations, and community outreach.

Essential Job Functions:

- Reports to the superintendent and serves as a key advisor on all communication matters as a member of the superintendent’s cabinet. Promotes effective two-way relationships between the school district and the communities it serves and fosters effective communications within the district.
- Oversees communications function for the District and directs and supervises the work of both regular and temporary Communications Department staff.
- Serves as information liaison between the total school system and the community at large (community outreach).
- Organizes community meetings.
- Sets annual objectives for the district’s public information program.
- Serves as liaison officer between the district and the news media and supervises the production and distribution of all news releases; arranges for press conferences as required; and prepares press kits for distribution to reporters covering Board meetings and public hearings. This will include crisis communication planning.
- Maintains contact with numerous individuals and organizations (e.g., service clubs, Chamber of Commerce, civic groups, media representatives, and city and county governments).
- Provides leadership in managing internal/external communications. Activities may include newsletters, news articles, board reports, the district’s web page, and specified types of recognition.
- Coordinates and schedules annual staff recognition events.
- Prepares, edits, and distributes special publications such as recruitment brochures, orientation brochures for new teachers and staff members, information brochures for the parents of students new to the district, and other publications, as requested.
- Oversees the district’s volunteer efforts and supervises the work of the records assistant secretary.

- Maintains contact with the news media. This responsibility is met with a proactive strategy to keep the media informed in a timely fashion.
- Reviews, responds to, and maintains all public records requests received by the district.

Other Job Functions:

- Stays abreast of professional practices in the field through participation in the affairs of the National School Public Relations Association.
- Performs related duties as assigned.
- Coordination of and attendance at early morning, evening, and weekend meetings and events is required.
- Maintain prompt and regular attendance.

Qualifications:

Experience Required:

- Prior job related experience with increasing levels of responsibilities in school setting.
- Experience with and commitment to racial equity.

Skills, Knowledge and/or Abilities Required:

- *Skills to:* manage personnel, successfully initiate, plan, and manage projects and programs, communicate effectively both in oral and written form with a wide variety of audiences, analyze data, problem solve and effectively reduce findings to writing.
- *Knowledge of:* curriculum, education code, applicable state and federal laws, and district policies.
- *Abilities to:* provide direction to others and make independent judgments, keep and maintain accurate records, meet deadlines, communicate with individuals of varied cultural and educational backgrounds, work accurately and with attention to detail; communicate effectively both orally and in writing; work well independently and as part of a team to problem solve and achieve desired outcomes; work well under pressure and respond appropriately and effectively to media inquiries in person, via telephone, and in writing; manage multiple priorities to meet all established goals and objectives.
- *Significant physical abilities include* sitting for prolonged periods of time, reaching/handling/manual dexterity, talking/hearing conversations and other sounds, near visual acuity/depth perception with or without visual accommodation.

Education Required:

- Master's degree from an accredited college or university or Bachelor's degree and relevant related on the job experience.

Licenses, Certifications, Bonding, and/or Testing Required:

- Valid Driver's License and evidence of insurability
- Oregon Fingerprint and criminal background check clearance