

SECTION I: GENERAL INFORMATION

Classification Title: Communications Coordinator	Department: Community Education	Unit: Unaffiliated
Immediate Supervisor: Communications Manager	Grade Placement:	FLSA Status: Non-Exempt

Job Summary:

Under the direction of the Communications Manager, the Communications Coordinator is responsible for creating, implementing and coordinating communications and items for print, web and social media for ISD #15 in order to advance and support its mission and vision of the District and Community Education Department.

Essential duties outlined below are intended as “representative” examples of the level, nature and decision making expected of positions assigned to this classification. The duties below are not intended to be a comprehensive listing of all duties and tasks performed by the employees assigned to this classification. A classification description, unlike job description or position description, is designed to capture the general expectations, complexity level, and nature of work of any position that may be allocated to this classification.

SECTION II: ESSENTIAL DUTIES AND RESPONSIBILITIES

1. Creates and writes internal and external communications for the purposes of communicating district initiatives, activities, and issues via print, the web and/or social media. Coordinates stories for the District website or district publications. Interviews district representatives for stories and answers questions regarding the district.
 - Updates and creates flyers, posters, brochures, etc.
 - Takes and edits photos for newsworthy stories and/or events.
 - Posts photos, captions or stories on the website and social media sites.
2. Compiles data and research from a variety of sources to analyze issues, develop talking points, newsletters, reports, brochures, board highlights, web content, displays, video presentations, informational packets, etc. in accordance with established policies, procedures and legal requirements.
3. Assists the administrative team in communicating a positive image of the District. Collaborates with administrative personnel regarding information needed to be put out to stakeholders.
4. Collaborates with internal and external stakeholders for the purposes of building effective communications and the enhancement of relationships to better achieve district goals and objectives. Edits written communications and items for departments.
5. Assists in managing website content, market materials and social media.
6. Participates and attends district wide meetings, School Board meetings, workshops, trainings, seminars, or other district functions for the purposes of conveying and/or gathering information required to perform job functions. Live streams all Board meetings.
7. Performs other duties of a comparable level or type, as required.
 - a) Keeps abreast of changing developments, trends, and technologies within the field.
 - b) Participates in staff development and professional development activities.

SECTION III: WORK REQUIREMENTS AND CHARACTERISTICS

EDUCATION/KNOWLEDGE REQUIREMENT: Minimum education required to perform adequately in position could reasonably be attained only by completing the following:			
REQUIRED EDUCATION/TRAINING (choose one)		DEGREE INFORMATION: Type of degree: (B.S., M.A., etc.) Bachelor's Degree	
less than high school diploma		Major field of study or degree emphasis: Communications, Public Relations, Journalism, or a closely related area.	
High school diploma or GED.			
1 year college	<input type="checkbox"/>		
3 years college	<input checked="" type="checkbox"/>	4 years college	
1st year graduate level		Essential knowledge and specialized subject knowledge required to perform the essential functions of the job: <ul style="list-style-type: none"> • Knowledge of the fundamental, principles and practices of communications, journalism and public relations. • Knowledge of the community, its businesses, and its organizations. • Basic knowledge of HTML. • Developing communication publications and materials utilizing desktop publishing. • Methods and techniques to promote and facilitate community involvement and enhance community relations (e.g. websites, social media, news releases, brochures, flyers, community presentations, etc.). • Knowledge of business productivity software (i.e. word processing, spreadsheet, browsers, presentational software, etc.) and computer operation. 	
2nd year graduate level			
Required Work Experience in Addition to Formal Education/Training: Minimum of 1-3 years communications, marketing and/or public relations experience.			
LICENSE/ CERTIFICATION		Identify licenses/certification required: Valid MN driver's license.	
ESSENTIAL SKILLS REQUIRED TO PERFORM THE WORK		Skilled in: <ul style="list-style-type: none"> • Establishing a working rapport and relationship with advertisers and district personnel. • Developing publications, articles/stories, reports, brochures, flyers, or other publications and materials that will present the district in its best light. • Coordinating and overseeing website design, communications and social media efforts. • Collaborating and working closely with District administrators, managers, elected officials and other district staff in formulating district media and communication efforts to assure consistent and uniform messages to the public regarding district programs and initiatives. • Utilizing desktop publishing, Photoshop, Illustrator, Acrobat or other Adobe products in carrying out assignments. 	

PHYSICAL JOB REQUIREMENTS: (Indicate according to essential duties/responsibilities)									
Amount of Time Spent					Amount of Time Spent				
<u>Physical Activities</u>	None	1/3 Less	1/3 to 2/3	Over 2/3	<u>Lifting/Forcing Exerting</u>	None	1/3 Less	1/3 to 2/3	Over 2/3
Stand		X			Up to 10 lbs			X	
Walk		X			Up to 25 lbs		X		
Sit				X	Up to 50 lbs	X			
Use hands to finger, handle or feel				X	Up to 100 lbs	X			
Reach with hands and arms		X			Over 100 lbs.	X			
Climb or balance	X								
Stoop, kneel, crouch or crawl	X								
Talk or hear				X					
Taste or smell	X								
PHYSICAL JOB REQUIREMENTS: Indicate according to essential duties/responsibilities									
Physical requirements associated with the position can be best summarized as follows:									
Light Work: Exerting up to 25 pounds of force occasionally and/or a negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects, including the human body.									
HAZARDOUS WORKING CONDITIONS	Unusual or hazardous working conditions related to performance of duties: Duties are performed in a typical school district office setting. There are minimal environmental hazards and risks associated with the nature of the work.								



SECTION IV: DISTRICT MISSION AND CORE VALUES

<p>OUR MISSION</p>	<p><i>Our mission is to equip all students with the knowledge and skills to empower them to achieve their dreams and full potential while becoming responsible citizens in a dynamic world</i></p>
<p>CORE VALUES</p>	<p>We believe that:</p> <ul style="list-style-type: none"> • Trust and respect are fundamental for thriving relationships. • Our community flourishes when individuals, families and organizations collaborate. • Every person matters and has value. • Responsibility and accountability are essential for personal growth, organizational improvement and community engagement. • Commitment to high expectations is essential to help achieve full individual and collective potential.
<p>MISSION OUTCOMES</p>	<p>By 2020, all students will...</p> <ul style="list-style-type: none"> • Develop a personalized education path they can articulate and use to progress toward their evolving dreams. • Identify and choose positive ways they can take active ownership in their community while recognizing its diversity.
<p>STRATEGIES</p>	<p>We will...</p> <ul style="list-style-type: none"> • Ensure that every employee understands, supports and promotes our core values and mission. • Build trust and facilitate engagement with all ISD 15 stakeholders. • Align and support all educational programs and services to achieve our mission and mission outcomes.
<p>STRATEGIC DELIMITERS</p>	<p>We will NOT...</p> <ul style="list-style-type: none"> • Continue or adopt any program or service unless it is aligned with and advances the mission and is accompanied by the necessary human and financial resources • Make decisions without the use of relevant data provided by the appropriate personnel. • Allow past experiences to interfere with the consideration of new ideas.

SECTION V: CLASSIFICATION HISTORY AND APPROVAL

This Position Description reflects an accurate and complete description of the duties and responsibilities assigned to the position.

Department Head's Signature

Date

Classification History:
Created classification description 4/2016 BCC