

**COLLETON COUNTY SCHOOL DISTRICT
JOB DESCRIPTION – COORDINATOR OF COMMUNICATIONS AND PUBLIC INFORMATION**

JOB PURPOSE

Under limited supervision, plans, develops, and manages strategies for proactive communication and public relations that informs, connects, and engages students, staff, parents and community members; prepares and publishes school district publications. Reports to the Superintendent.

ESSENTIAL JOB FUNCTIONS

Plans, implements, supervises, and evaluates a comprehensive marketing and communications plan designed to create a positive public perception of the District and to meet the information needs of the District's internal and external stakeholders.

Advises the Superintendent, members of the Board of Trustees, and other administrators on communication issues.

Plans and implements strategies to market the District and the District's strategic plan; analyzes District communication/perception deficiencies and formulates and implements creative goals and solutions.

Trains and coordinates the work of school-level communication contacts; assists and advises school principals and communication contacts on communication issues and needs.

Receives and responds to requests for information concerning District and Board matters from the news media, District personnel, other agencies and the general public.

Researches information for, writes and oversees the distribution of news releases to the news media; designs and oversees the production and distribution of a variety of District publications; writes scripts for various presentations and programs.

Manages the District website and other social media initiatives.

Oversees the District's Freedom of Information responses.

Oversees development of the District's annual calendar.

Coordinates recognition events for district staff and students, as required.

Oversees the development and implementation of customer service training.

Photographs and videos Board meetings and District-wide special events.

Builds coalitions with elected officials, community leaders, business leaders, community members to enhance support for District programs and issues.

Represents the District at various professional and community meetings as appropriate.

Prepares and/or processes media releases, District publications, reports, brochures, scripts, manuals, calendars, newsletters, memos, correspondence, etc.

Interacts and communicates with various groups and individuals such as the Superintendent, subordinates, other District administrators and staff, school administrators and staff, Board members, State Department of Education personnel, elected officials, news media, business/community leaders, various councils and committees, County and municipal personnel, personnel of other school districts, vendors, students, parents and the general public.

Attends meetings, conferences, training, workshops, etc., as appropriate or required to enhance job knowledge and skills.

Performs related duties as required.

QUALIFICATIONS

Requires a Bachelor's degree in journalism, public relations, English, education or other relevant field supplemented by three to five years of professional communications experience, or an equivalent combination of education, training and experience that provides the required knowledge, skills and abilities. Experience in education and media relations is desirable. Must possess a valid state driver's license.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential responsibilities and functions of the job and are not meant to be all inclusive. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential responsibilities and functions of the job.

Unless reasonable accommodations can be made, while performing this job the staff member shall:

1. Use strength to lift items needed to perform the functions of the job.
2. Sit, stand and walk for required periods of time.
3. Speak and hear.
4. Use close vision, color vision, peripheral vision and depth perception along with the ability to focus vision.
5. Communicate effectively in English, using proper grammar and vocabulary. American Sign Language or Braille may also be considered as acceptable forms of communication.
6. Reach with hands and arms and use hands and fingers to handle objects and operate tools, technology equipment, computers, and/or controls.

WORK PLACE EXPECTATIONS

1. Work effectively with and respond to diverse cultures or backgrounds.
2. Demonstrate professionalism and appropriate judgment in behavior, speech, and dress in a neat, clean and professional manner for the assignment and work setting.
3. Have regular and punctual attendance.
4. Follow all District policies, work procedures, and reasonable requests by the proper authorities.

DISCLAIMER: This job description is not an employment agreement or contract. Management has the exclusive right to alter this job description at any time without notice. The Colleton County School District is an Equal Opportunity Employer.