

## Auburn-Washburn USD #437 Job Description

**Job Title:** Coordinator, Communications

**Job Code:** 2233

**Reports To:** Superintendent

### Summary

The Communications Coordinator administers the district communications plan, oversees operation of the district print shop, serves as the administrative director of the Auburn-Washburn Public Schools Foundation.

### Essential Duties and Responsibilities

- Manages a communications plan to engage internal and external communities for the purpose of continued improvement of the schools
- Assists the Board of Education, administration, central office staff, building principals, teaching staff, and classified personnel in the development, production, and dissemination of public information
- Maintains a system for accessing and monitoring community perceptions and expectations
- Develops and maintains crisis management and crisis communications plans
- Maintains a system to encourage and manage Auburn-Washburn Public Schools Foundation
- Supervises the operation of the district print shop
- Develops and maintains system of general technology training for the staff and public
- Prepares and administers the budget for the communications department
- Directs the development of *School News*
- Directs the development and production of the annual school calendar
- Directs the development and production of the district's Annual Report
- Develops and publishes staff electronic newsletter
- Maintains district website
- Coordinates the district's United Way Campaign
- Coordinates designated staff recognition days and American Education Week activities
- Represents the district at various community boards, committees, functions, and meetings
- Coordinates and maintains the schedule of activities on the district calendar
- Coordinates employee's recognition programs
- Establishes and maintains positive relations with area news media
- Coordinates the retirement reception
- Coordinates special events and community meetings
- Supports the District's educational mission for all students and implements all Board regulations and policies in a fair and equitable manner
- Performs other tasks and assumes other responsibilities as the superintendent or designee may assign

### Supervises

Print shop staff, district receptionist, and staff members designated by the Board of Education or superintendent

## **Qualification Requirements**

*To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed 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.*

### **Certificates/Licenses/Endorsements/Registrations**

Accreditation in public relations (APR) preferred

### **Education and/or Experience**

Bachelor's degree in public relations, journalism, language arts, business, or related field preferred

Experience in public relations preferred

Proficient in communication with a wide variety of audiences using all communications media preferred

Skilled in the production of print, electronic, and video materials preferred

Such alternatives to the above qualifications as are determined to be appropriate and acceptable

### **Language Skills**

Ability to write clearly; keep detailed records; effectively produce reports, letters, and memoranda; to make oral presentations to the public; and to carry out complex tasks.

### **Mathematical Skills**

Ability to work with mathematical concepts such as probability and statistical inference, and fundamentals of plane and solid geometry and trigonometry. Ability to apply concepts such as fractions, percentages, ratios, and proportions to practical situations.

### **Technical Skills**

Ability to operate computer equipment and applications that carry out the following functions: word processing, spreadsheets, presentations, publishing, web development and maintenance, photography, and graphic editing. Ability to operate other technical equipment that carries out the following functions: film and digital photography, video recording and editing, computer, video, and audio presentations.

### **Reasoning Ability**

Ability to solve practical problems and to deal with a variety of variables. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

### **Professional Conduct**

Employee is required to maintain a high standard of professional conduct. Breach of said professional conduct includes, but is not limited to: neglect of duty, dishonesty, engagement in

acts that are contrary to district policy, unlawful activities, or any other conduct which is seriously prejudicial to the school system.

### **Physical Demands**

*The physical demands described here 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.*

While performing the duties of this job, the employee is frequently required to walk, sit, talk, and hear. The employee is frequently required to stand and reach with hands and arms. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, depth perception, and the ability to adjust focus. The employee is required to interact with staff and to meet demands from several people. The employee is responsible for the work output of others. On occasion, the employee may be required to work extended hours.

### **Work Environment**

*The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

The noise level in the work environment is usually quiet

### **Evaluation**

Performance of this job will be evaluated in accordance with provisions of the Auburn-Washburn Board of Education policies

### **Terms of Employment**

Salary and work year to be established by the Auburn-Washburn Board of Education

**Date Approved by the Auburn-Washburn #437 Board of Education:** August 1, 2005