



Poudre School District

HUMAN RESOURCES DEPARTMENT JOB DESCRIPTION

Job Title: **Communications Coordinator**
Job Family: **Support Services**
Prepared/Revised Date: **August 1, 2023**

FLSA Status: **Exempt**
Pay Range: **SS85Y**
Job Code: **35305**

SUMMARY: This individual is the second-in-command of Poudre School District's Communications department and is responsible for coordinating and executing major projects and campaigns, with internal and external stakeholders. They are focused on marketing and branding, strategic communications, public relations, and project management. They also serve as a key member of the Communications Department crisis response team, supporting and serving as a proxy for the Chief Communications Officer, as necessary.

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.*

Description of Job Tasks	Frequency	% of Time
	Daily = D Weekly = W Monthly = M Quarterly = Q Annually = A	On an annual basis, e.g. 10 hours of a 40 hour work week = 10/40 = 25%
1. Coordinate major district campaigns, including by not limited to student recruitment and retention. This work involves creating content and coordinating many stakeholders, messages, and potential outside vendors with a high-quality and measurable impact.	D	35%
2. Manage creation, design, production, and dissemination of major internal and external district publications (i.e. community/staff e-newsletters), reports, brochures, special projects and one-time publications, and other marketing materials, as required. Adapt department strategies/projects to increase readership and understanding in the community.	D	25%
3. Serve as a member of the Crisis Response Team/support team during district- and school-crisis situations by writing parent/community letters, and compiling/disseminating other information for parents, students, and staff. Serve as crisis communication proxy for Chief Information Officer. Assist with information about school closures due to weather and/or other factors.	D	24%
4. Design and establish the identity/branding of collateral materials for major organizational and Board of Education initiatives and programs. Oversee coordination of communication plans, graphics, content, budget, production and distribution of projects for district departments and schools. This work will be done in collaboration/shared with the team's graphics designer.	D	14%
5. Attend work and arrive in a timely manner.	D	1%
6. Perform other duties as assigned.	Ongoing	1%
	TOTAL=	100%

EDUCATION AND RELATED WORK EXPERIENCE:

- Bachelor's degree in journalism, public relations, marketing, communications, graphic design, technical writing, or related field
- Three to five years' demonstrated mastery of project management, design, and writing for various platforms, publication editing
- Equivalent combination of education and experience acceptable

LICENSES, REGISTRATIONS or CERTIFICATIONS:

- Criminal background check required for hire

TECHNICAL SKILLS, KNOWLEDGE & ABILITIES:

- Excellent oral and written communication skills including public speaking
- English language skills; bilingual preferred
- Interpersonal relations skills



- Customer service and public relations skills
- Excellent organizational, time management and proofreading skills
- Experience and knowledge of media/public relations practices
- Experience and knowledge of social media tools and best practices
- Publication and graphic design skills
- Ability to maintain confidentiality in all aspects of the job
- Ability to manage multiple priorities
- Ability to diffuse and manage volatile and stressful situations
- Ability to work as a team player
- Ability to maintain honesty and integrity in all aspects of the job
- Ability and willingness to adhere to attendance requirements, including regular and punctual employee presence
- Ability to promote and follow Board of Education policies, District policies, administrative guidelines, and building and department procedures
- Ability to communicate, interact and work effectively and cooperatively with people 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:

- Operating knowledge of and experience with Microsoft Office, Adobe products (Acrobat, Creative Suite) and Drupal (or other web editors), and digital photography/editing platforms
- Operating knowledge of and experience with personal computers and peripherals

REPORTING RELATIONSHIPS & DIRECTION/GUIDANCE:

	POSITION TITLE	# of EMPLOYEES
Direct reports:	This job has no direct supervisory responsibilities.	

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 Time			
	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 Time			
	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 Time			
	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 Time			
	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
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)	X
Peripheral vision	X
Depth perception	X
Ability to adjust focus	X

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