



Poudre School District

HUMAN RESOURCES DEPARTMENT JOB DESCRIPTION

Job Title: **Communications Coordinator**
Job Family: **Support Services**
Prepared/Revised Date: **April 2, 2018**

FLSA Status: **Exempt**
Pay Range: **SS50Y**
Job Code: **35305**

SUMMARY: Responsible for supporting the Executive Director and Communications department through a variety of communication projects and activities with internal and external stakeholders. Manage and implement the planning, strategic advising, writing, editing, and coordination of district publications, news releases, and other new and continuing marketing, public relations and communications programs for the district, staff, and community. Promote positive relationships among staff, administrators, and community members for the benefit of Poudre School District.

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 (limit of 13 of the most important 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. Manage creation, production and dissemination of major internal and external district publications, reports, brochures, and special projects such as the PSD Annual Report, Schools Directory, Educational Choices and Kindergarten brochures, monthly community and staff e-newsletters, special onetime publications, and other marketing materials as required. Adapt strategies to increase readership and understanding in the community. Coordinate translation services for communications documents, projects and emergency messaging. Assist with the collection of stakeholder feedback in both informal and formal community engagement opportunities.	D	30%
2. Develop and execute 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.	D	20%
3. Communicate and collaborate with principals, administrators, office managers, district staff, Board of Education, and media on a variety of communications topics. Respond to public requests for information via email, web and phone.	D	12%
4. Assist with district's social media presence, monitor social media conversations about the district, and assist schools and department with social media.	D	1%
5. Attend work and arrive in a timely manner.	D	1%
6. Develop and execute PSD marketing campaigns including content, production and distribution via print, electronic and direct mail outlets. Manage district advertising in multiple sources.	W	10%
7. Assist Executive Director during district and school crisis situations, write web postings, email communications, letters, and other information to parents, students, staff and media outlets. Assist with information about school closures due to weather and/or other factors.	W	8%
8. Oversee communication for various programs, including Rotary Teacher of the Year, Teacher of the Month and Student of the Month. Communicate and follow-up monthly dates, deadlines and information between schools and the Rotary club.	M	5%
9. Assist with department budget under approval from Executive Director.	M	1%



10. Coordinate and manage distribution of student Activity Flier Packet, employee special offers, and advertising and fundraising inquiries for the district and school sites.	Q	5%
11. Manage SchoolMessenger (district's emergency notification and email tool) communications, including training and support for schools.	Q	3%
12. Manage district administration office contact listings, schools' directory and program directory lists, snow closure media notification listings, Key Communicators database and other district information sources.	Q	2%
13. Represent the school district at community events and answer questions regarding educational options, programs, and benefits offered to students and families.	Q	1%
14. Perform other duties as assigned.	Ongoing	1%
	TOTAL=	100%

EDUCATION AND RELATED WORK EXPERIENCE:

- Bachelor's degree in journalism, public relations, communications, graphic design, technical writing, or related field
- Two to five years' demonstrated mastery of copywriting, newsletter writing, publication editing and design
- Photography experience preferred
- 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
- Interpersonal relations skills
- Customer service and public relations skills
- Excellent organizational, time management and proofreading skills
- Experience and knowledge of media relations practices
- Experience and knowledge of social media tools and best practices
- Knowledge in the effective use of graphic elements and design
- 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, Superintendent policies, 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 personal computers and peripherals
- Operating knowledge of and experience with Microsoft Office, Adobe products (Acrobat, Creative Suite) and Drupal (or other web editors), digital photography and presentation

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	