



Poudre School District

HUMAN RESOURCES DEPARTMENT JOB DESCRIPTION

Job Title: **Communications Coordinator**
 Job Family: **Support Services**
 Prepared/Revised Date: **July 30, 2019**

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, design, 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	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, 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	35%
2. 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	30%
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. Assist with information about school closures due to weather and/or other factors.	D	5%
4. Coordinate department budget with oversight from the Executive Director. Serve as the department's Finance liaison and perform budget reconciliation duties (process Absence Reports, mileage, P-Card accounting, etc.).	W	7%
5. Communicate and collaborate with principals, administrators, office managers, district staff, Board of Education, and media on a variety of communications topics and projects. Project management may also involve working with/oversight of contracted vendors for services and content.	D	5%
6. Coordinate translation services for communications documents, projects and emergency messaging to ensure equitable access to information.	W	5%
7. Manage PSD's district-wide emergency notification and email tool (SchoolMessenger, as of 2019-20 school year), including training and support for schools.	W	3%
8. Respond to public requests for information via email (including info@psdschools.org), web and phone. Assist with the collection of stakeholder feedback in both informal and formal community engagement opportunities.	D	4%



9. Coordinate and manage distribution of student Activity Flier Packet, and advertising and fundraising inquiries for the district and school sites.	Q	5%
10. Manage district administration office contact listings, schools' directory and program directory lists, and other district information sources.	Q	2%
11. Represent the school district at community events and answer questions regarding educational options, programs, and benefits offered to students and families.	Q	1%
12. Attend and arrive at work in a timely manner. 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 project management, design, copywriting, writing for various platforms, publication editing
- 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; 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, 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 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	