



City of St. Charles School District

COMMUNICATIONS COORDINATOR

Reports to:	Superintendent
Classification:	Classified
FLSA Status:	Exempt
Terms of Employment:	12 months according to Board Policy
Evaluation:	Performance in this position will be evaluated regularly by the supervisor and in accordance with Board Policy
Compensation:	Reviewed and established annually by the Board of Education

JOB SUMMARY:

The Communications Coordinator will develop and deliver professional communications and will oversee internal and external communication for the dissemination of information regarding the district's programs and services. The Communications Coordinator prepares and distributes fact sheets, news releases, photographs, and audio/video recordings to media representatives and others who may be interested in learning about the district.

ESSENTIAL DUTIES AND RESPONSIBILITIES: *Additional duties may be assigned.*

- Maintains regular attendance.
- Maintains confidentiality, unquestionable integrity.
- Manages and maintains district's social media outlets and avenues.
- Works with program staff on idea generation and creation of new promotional methods intended to increase awareness of programs and promote enrollment.
- Creates promotional materials for various news outlets.
- Provides editing, writing, and proofreading to ensure the highest quality of written and printed communication is provided to patrons.
- Maintains relationships with community and media members to ensure ongoing communication
- Trains teachers and students in proper technology equipment use and protocol.
- Provides promotional materials to support district initiatives
- Maintains district webpage and provide oversight, including training of staff, to the school and department webpages
- Creates and maintains procedures for schools and departments to provide notification of upcoming events
- Creates and implements plans for communication related to crisis response, event planning, and community engagement
- Creates digital media to accompany district communications and news releases.
- Other duties as assigned.
- Attends/Completes District PD and training.

SUPERVISORY RESPONSIBILITIES:

Not Applicable.

QUALIFICATION REQUIREMENTS:

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.

EDUCATION AND/OR EXPERIENCE:

- Bachelor's degree in communications, journalism, or public relations.
- Working knowledge of Microsoft and Google platforms and application software required.
- Three - Five years of school district experience desirable.
- Knowledge of Adobe Creative Suite preferred
- Photography skills desirable.
- Working knowledge of database software.

COMMUNICATION SKILLS:

- Ability to write reports and correspondence consistent with the duties of this position.
- Ability to effectively present information and respond to questions from administrators, staff and the general public.

MATHEMATICAL SKILLS:

- Ability to work with mathematical concepts such as probability and statistical inference consistent with the duties of this position.
- Ability to apply concepts such as fractions, percentages, ratios, and proportions to practical situations consistent with the duties of this position.

REASONING ABILITY:

- Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists.
- Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

OTHER SKILLS AND ABILITIES:

- Ability to interface effectively with other departments, school personnel, other maintenance staff, and business contacts from outside of the District.
- Ability to accurately perform assigned tasks.
- Ability to perform duties in full compliance with district requirements and School Board Policies.
- Ability to promote harmonious working relationships with staff and students.
- Possesses excellent oral and written communication skills and interpersonal relationship skills

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 stoop, reach, stand, walk, lift, pull, push, grasp, talk, hear, see and use repetitive motions, While performing the duties of this job, the employee may frequently lift and/or move up to 50 pounds of materials, etc. Specific vision abilities required by this job include close vision such as to read handwritten or typed material, and the ability to adjust focus. The position requires the individual to meet multiple demands from several people and interact with the public and other staff.

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 to moderate. The employee continuously is interacting with the public and staff.

The information contained in job description is for compliance with the Americans with Disabilities Act (ADA) and is not an exhaustive list of the duties performed for this position. Additional duties are performed by the individuals currently holding this position and additional duties may be assigned.

Communications Coordinator
Revised SY 2016-2017
Revised SY 2023-2024