

SOUTH BURLINGTON SCHOOL DISTRICT
Job Description

Job Title: District Communications Coordinator
Location: Superintendent's Office
Job Group: Non Union Support
Pay Level: Non Exempt
Reports To: Superintendent

Summary: Under the direction of the superintendent, develops, implements, and manages a District communication strategy and program. Identifies and promotes the District's brand through reporting of events, programs and services through presentations, print, electronic, and social media messaging, and website management. Manages a District-wide calendar of events and collaborates with stakeholders.

Essential Duties and Responsibilities:

1. Develops, implements, and manages a unified District communication strategy by:
 - a. Developing long-term and short-term goals consistent with organizational objectives.
 - b. Maintaining the District's brand and vision in all messaging by reinforcing the District's commitment to excellence in education and for inspiring all learners to make a difference in the world.
 - c. Collecting, reviewing, and maintaining a data base of demographics, research materials, and key contacts for planning and coordinating shared district/community resources.
 - d. Facilitating periodic meetings to lead the District's efforts to remain current and relevant in print and electronic communications and social media outlets.
 - e. Developing and conveying a district-wide format/design for visual, sound, print, electronic and social media messaging.
 - f. Managing the District's social media messaging and content including, but not limited to Twitter, Facebook, Linked-In, Google, and YouTube.
 - g. Assisting the superintendent in the preparation and monitoring of the communication budget.
 - h. Collaborating with the Alumni coordinator on fundraising, events, and other relevant efforts to facilitate updates and sharing.

2. Coordinates communication plans and initiatives with school administration by:
 - a. Maintaining the District's central calendar of event and promoting events, programs and services to all stakeholders; regularly identifying and reporting on student activities, experiences, and learning opportunities to cultivate interest and participation in District initiatives.
 - b. Actively participating in school and community events.
 - c. Assisting with Master Planning and Visioning communication initiatives; budget book; special written communications and presentations; digital, electronic, and social media posts.
 - d. Assisting with fund sourcing through researching, soliciting, and writing grant requests.

3. Provides general website oversight by:
 - a. Ensuring a standard format, unified communication messaging, and content accuracy for the District.
 - b. Provides technical/communications assistance to staff in order to maintain accurate and updated inform on the website.
4. Remains current on best practices, and trends as it relates to task committee work and education issues.
5. May perform other duties as assigned.

General Responsibilities: Assists the superintendent, administrators, and staff in establishing and maintaining positive brand identification, communication strategies, and accurate messaging. Designs and prepares specialized communications for the Superintendent and/or on behalf of the District. Regular attendance in accordance with established work schedule is required.

Qualification Requirements: To perform this job successfully, each essential duty must be performed in a satisfactory manner and with awareness of all district requirements and Board policies. The incumbent must have a high degree of interpersonal and communication skills to effectively work as a team member and to work independently. Demonstrated attention to detail, adaptability, organizational and planning skills to manage projects/assignments while meeting timelines is required.

Education and/or Experience: Bachelor's Degree in English, communications, journalism, education or a related content area required. Demonstrated work experience in communications, digital technology, web management, marketing is preferred. Leadership role in education, business, or industry is helpful.

Certificates, Licenses, Registrations: Vermont Driver's License required.

Language Skills: Ability to read, analyze, and interpret general periodicals, professional journals, statistical information/demographics, and regulations is required. Ability to communicate effectively verbally and in written fashion through presentations, reports, newsletters, public service announcements, and correspondence is essential. The ability to effectively present and respond to questions from stakeholders is essential.

Mathematical Skills: Ability to work with general mathematical concepts and the fundamentals of algebra, and geometry is required. Ability to apply general math concepts such as addition, subtraction, fractions, percentages, ratios, and proportions to practical situations is required.

Reasoning Ability: Ability to assess situations, problem-solve, implement decisions and evaluate outcomes in a variety of situations where limited standardization exists is required. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

Other Skills and Abilities: Ability to apply knowledge of current trends, research, and theory specific to job duties. Must have demonstrated software/computer knowledge such as: Microsoft and Google applications, graphics software, databases, email, internet and social media. The ability to learn and utilize new software programs as systems are upgraded. Demonstrated ongoing commitment to workplace diversity, sustainability, and delivering exceptional customer service is essential.

Physical Demands *The physical demands described here represent 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 sit, stand, walk, talk, see, and hear. While performing the duties of this job, the employee may occasionally lift up to 25 lbs. such as books and materials. Specific vision abilities required by the 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. Manual dexterity is required for keyboarding and general office keeping (i.e. filing, phone work)

Interpersonal Skills: The individual must be able to work with others in a collegial and cooperative manner, must show acceptable interpersonal skills and follow directions of school leadership.

Work Environment: *The work environment characteristics described here represent 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 quiet to moderately loud. Duties are primarily performed indoors and occasionally outdoors.

Terms of Employment: Part time, school year position

Evaluation: Annually by the Superintendent

Approved: 7/24/18 DY

The information contained in this job description is for compliance with the American with Disabilities Act (A.D.A.) and is not an exhaustive list of the duties performed for this position. Additional duties are performed by the individual currently holding this position. The Board reserves the right to waive the essential requirements contained in this job description.

Job Description Acknowledgement

I have received, reviewed and fully understand the job description. I further understand that I am responsible for the satisfactory execution of the essential functions described therein, under any and all conditions as described.

Employee
Name _____

Employee
Signature _____ Date _____