

SOUTH BURLINGTON SCHOOL DISTRICT
Job Description

Job Title: District Communications Coordinator
Location: Superintendent's Office
Job Group: Non-Union Support Staff
Pay Level: Non-Exempt, Grade 8
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, social media messaging, direct media communications, and District website management in collaboration with IT and school administration. 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. Working with the Superintendent to develop long-term and short-term goals consistent with organizational objectives and the preparation and monitoring of the communication budget.
 - b. Helping to establish and reinforce the District's brand and vision in all messaging. Creates and distributes regular communications ensuring consistent messaging internally, in the media and on websites.
 - c. Serves a communications liaison between the media and the District to help maintain a positive relationship.
 - d. Developing and conveying a district-wide format/design for visual, print, electronic and social media messaging platforms.
 - e. Collecting, reviewing, and maintaining a data base of demographics, research materials, and key contacts for planning and coordinating shared district/community resources.
 - f. Managing the District's print and electronic communications, including website, social media messaging, e-Newsletters, mobile apps. Maintaining content for such platforms as Twitter, Facebook, YouTube, Instagram, Front Porch Forum.
 - g. Collaborating with the SBSB Foundation, as needed, on fundraising, events, and other relevant efforts to facilitate updates and sharing.
 - h. Maintains and fosters a relationship with City stakeholders including the City Manager, City Council, and City staff to enhance communication and collaboration
2. Coordinates communication plans and initiatives with school administration by:
 - a. Maintaining the District's central calendar 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 via blog posts, email communications, web updates, and other media channels.
 - b. Manages and serves as the point of contact for the District's mass notification; alerting and updating families and staff of district-wide or school specific circumstances and emergencies. Assisting the superintendent in drafting and disseminating information to families, staff, and community via newsletters, e-mails, press releases, and SMS messaging.
 - c. Attending periodic meetings to support the District's efforts to remain current and relevant in print and electronic communications and social media outlets.

- d. Assisting with Master Planning and Visioning communication initiatives; budget book; special written communications and presentations; digital, electronic, and social media posts on existing platforms
 - e. Assists with board communications such as reporting out on upcoming communication deadlines, facilitating strategy for community outreach, and e-mailing resources on pertinent topics/work of local and national districts. Coordinates their submissions to various news outlets.
 - f. Develops and implements recommendations for integrating various communication tools to maximize audience reach and effectiveness of district messages.
 - g. Supports effective and open communication between all school constituencies with proactive engagement through such means as regular email/phone/Zoom communications.
 - h. In coordination with administration, plans, publicizes and implements direct community engagement programs and district events. Actively participating in school and community events.
 - i. Assisting with fund sourcing through researching, soliciting, and writing grant requests.
 - j. Provides communication assistance with the advancement of District objectives through positive messaging and connection with District Offices and schools.
3. Updates and maintains a variety of web pages and social media changes by:
- a. Ensuring a standard format, unified communication messaging, and content accuracy for the District.
 - b. Regularly communicating with IT and Data Management Teams to ensure consistency and best practices are implemented
 - c. Providing technical/communications assistance to staff in order to maintain accurate and updated information on the website.
4. Remains current with professional practices and trends as it relates to assigned tasks through state and national organizations, committee work and aware of education issues.
5. May perform other duties as assigned including serving on committees.

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. Maintains professionalism and confidentiality.

Qualification Requirements: *To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are typical 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 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. 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. 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 remain stationary and move from location to location, talk, see, and hear. While performing the duties of this job, the employee may occasionally lift up to 25 lbs. such as technology, books, and office 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)

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: As outlined in the Memorandum of Employment

Evaluation: Annually by the Superintendent

Approved: June 29, 2022 D. Young

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 _____