

# Communications, Innovation, & Public Relations Coordinator

Dept/Div: Communications/N/A

FLSA Status: Non-Exempt

## General Definition of Work

Performs difficult administrative work preparing publications, developing media and community relations, providing public information in various formats, including annual reports, news and media releases, social media, and websites, performing research and writing applications for grants, preparing and maintaining reports, files and records, and related work as apparent or assigned. Work is performed under the moderate supervision of the Superintendent.

## Qualification Requirements

*To perform this job successfully, an individual must be able to perform each essential function satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable an individual with disabilities to perform the essential functions.*

## Essential Functions

Coordinates the development and dissemination of communications materials for various district needs, including stories, graphics, and photos for newsletters, news releases, annual reports, communications to students and staff, social media platforms, and websites involving the coordination with staff, departments, and programs to seek out pertinent information to communicate and to facilitate the development and dissemination of communications materials.

Coordinates with departments, programs, and district staff to determine and evaluate communication goals, key messages, and target audiences for website content, various communication mediums; measuring progress on tasks, projects, and goals.

Plans and executes programs that enhance the visibility and public perception of Intermediate School District 917.

Develops and directs all integrated social media efforts; increase district social media presence; serves as the community resource sharing updates and tips; facilitates internal and external innovative and research-based practices.

Oversees the production of all print and electronic communications, and protect brand cohesion by reviewing, filtering, and editing all communication and marketing materials and vehicles; maintain common editorial and graphic standards across school publications for branding reputation and integrity.

Redesigns, creates, and implements district website communications and strategy; manages, maintains, and monitors accuracy and consistency of website content ensuring ADA compliance; promotes district website to internal and external audiences; identifies and resolves user experience issues.

Advises and supports Superintendent, other administrators, school board members, and other staff on strategic, effective communications and public relations; collaborates with member districts, business communities, and school communities on communications related to district programming.

Researches, drafts, proofreads, edits, and reviews written materials when assigned including digital content, graphics, reports, newsletters, and press releases. Work may involve assisting supervisors, directors, and Superintendent with writing and editing communications and promotional materials.

Analyzes and summarizes multiple forms of data to share with key stakeholder groups; prepares and/or maintains routine annual and other reports, records, documents, and materials; work may involve researching information, and using specialized knowledge to display, analyze, and modify information;

Seeks out and serves as primary grant writer for the district in an active manner.

Serves as a liaison between Intermediate School District 917 and media outlets by acting as the first point of contact, coordinating media responses, interviews, and other media-related assignments.

Other duties, as assigned.

## Knowledge, Skills and Abilities

Thorough knowledge of the organization, function, and method of operation of the School Board, administrative staff and operational departments; thorough knowledge of communications and marketing thorough knowledge of public information and principles and practices of public relations and media

## **Communications, Innovation, & Public Relations Coordinator**

relations; thorough knowledge of writing and editing; thorough knowledge of working collaboratively with others to recruit and retain staff; general knowledge of all special education settings, alternative learning centers, and career technical education programming; skill in the use of desktop publishing software and equipment, programs for graphic design, hardware, and peripheral equipment for web and print design; skill in project management, customer service, and relationship building; ability to analyze, formulate, organize, and monitor inter-connected projects; ability to write public information reports and releases; ability to gather and analyze facts on a variety of subject matter and to assemble and present concise reports and presentations; ability to communicate complex ideas effectively, orally and in writing; ability to design, create, and produce finished work; ability to meet publishing deadlines; ability to deal courteously and effectively with the public; ability to establish and maintain effective working relationships with associates, administrative team, community members, news and media outlets, school officials, and the general public.

### **Education and Experience**

Bachelor's degree with coursework in communications, journalism, marketing, public relations, or related field and considerable experience in communications, public relations, and/or marketing work, or educational leadership, or equivalent combination of education and experience. Master's degree preferred.

### **Physical Requirements**

This work requires the frequent exertion of up to 10 pounds of force and occasional exertion of up to 25 pounds of force; work regularly requires standing, walking, sitting, speaking or hearing, using hands to finger, handle or feel and repetitive motions, frequently requires reaching with hands and arms and occasionally requires climbing or balancing, stooping, kneeling, crouching or crawling, pushing or pulling and lifting; work has standard vision requirements; vocal communication is required for expressing or exchanging ideas by means of the spoken word and conveying detailed or important instructions to others accurately, loudly or quickly; hearing is required to perceive information at normal spoken word levels and to receive detailed information through oral communications and/or to make fine distinctions in sound; work requires preparing and analyzing written or computer data and observing general surroundings and activities; work frequently requires Use of personal protective equipment and occasionally requires exposure to bloodborne pathogens and may be required to wear specialized personal protective equipment; work is generally in a very quiet location (e.g. park trail, storage or file room).

### **Special Requirements**

Accreditation in Public Relations (APR) upon hire.

Training in website development and maintenance, publishing software and social media applications. Video production skills preferred.

Last Revised: 10/18/2021