



NEW: 12/02/2020  
Submitted: 12/01/2020

JOB TITLE:	COORDINATOR COMMUNICATIONS AND INFORMATION
DIVISION	COMMUNICATIONS AND COMMUNITY RELATIONS
SALARY SCHEDULE/GRADE:	I I/GRADE 7
WORK YEAR:	AS APPROVED BY THE BOARD
FLSA STATUS:	EXEMPT
JOB CLASS CODE:	8139
BARGAINING UNIT:	CLAS

**SCOPE OF RESPONSIBILITIES**

Provides assistance in implementing and developing programs that increase awareness of key District initiatives within key internal and external audiences.

**PERFORMANCE RESPONSIBILITIES & EVALUATION CRITERIA**

- Assists in the development of publications and other materials designed to update and inform all District employees
- Generates articles and other stories that highlight the District’s strategic plan
- Assists in the organization of key employee events
- Develops, writes and coordinates recognitions for Jefferson County Board of Education meetings
- Produces daily and weekly newsletters to families and employees to continue a consistent form of communication to our community
- Assists in the development of a social media strategy to promotes District information for stakeholders
- Assumes the responsibility of overseeing content displayed on JCPS social media platforms and assists with content development of key stories for the District website
- Develop ideas to present to members of the media recognizing success in the District and spotlighting student achievement
- Records and edits short videos to share on social media around District initiatives, events, or programs at schools
- Produces content for JCPS videography department
- Completes all trainings and other compliance requirements as assigned and by the designated timeline
- Performs other duties as assigned by supervisor

**PHYSICAL DEMANDS**

The work is primarily sedentary. The work requires the use of hands for simple grasping and fine manipulations. The work at times requires bending, squatting, crawling, climbing, reaching, with the ability to lift, carry, push or pull light weights.

**MINIMUM QUALIFICATIONS**

- Bachelor’s Degree
- Two (2) years of experience writing speeches, news releases, and other internal/external communications
- Two (2) years of experience working directly with members of the media
- Two (2) years of planning and managing internal/external events
- Effective communication skills

**DESIRABLE QUALIFICATIONS**

Prior experience in an educational institution

Prior experience in a diverse work place