

SALEM-KEIZER PUBLIC SCHOOLS JOB DESCRIPTION

03/22 Effective Date	<u>COMMUNICATIONS AND OUTREACH COORDINATOR</u> Job Title	2.8.35 Index
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DEFINITION

To improve student achievement through the preparation of District communication plans, publications, news releases, reports, social media calendars, and other internal and external reports. The Communications and Outreach Coordinator must have a broad knowledge of communications and community outreach.

The Communications and Outreach Coordinator will support all aspects of internal and external communications as well as support the stakeholder and community engagement functions by working collaboratively with communications and community relations staff, students and serve as a point of contact for community partners and other constituents with whom the district interacts with. They will help plan communications, outreach and community relations plans for external audiences' outreach and online communities.

SUPERVISION RECEIVED AND EXERCISED

Receives direction from an assigned supervisor. Methods of performing tasks are usually left to the judgment of the employee with a supervisor giving occasional instructions, advice, and decisions. Work is reviewed occasionally while in progress and upon completion.

COMMUNICATIONS AND OUTREACH

Work collaboratively with the Stakeholder Relations Specialist to develop and execute a community engagement community outreach that reaches districts communities primarily in Marion and Polk communities that includes but is not limited to: posting on district website, monitoring multilingual media channels and district social media specifically Spanish Language; creating and/or revising announcements, newsletter (Community Insider), and press releases; supporting outreach activities, in cooperation with Stakeholder Relations Specialist, targeting community stakeholders by attending and/or hosting meetings with community partners; maintaining accurate database of contact information for members of the district community. The Coordinator must become familiar with and adhere to all policies and procedures as outlined by the Office of Communications.

EVENTS/PROGRAMS

Work collaboratively with administrative staff and production team to manage use and general maintenance of department space in accordance with department policies and procedures as outlined by the department and district; manage all departmental calendars and coordinate logistics for meetings, lectures, programs, performances, and special events.

The Coordinator will also assist with communications by attending department and community meetings as assigned, keeping accurate records of discussion and decision making through meeting notes, and distributing information as appropriate to involved parties.

ESSENTIAL FUNCTIONS OF THE JOB - May include, but are not limited to, the following:

Implementing communications and outreach plans for District initiatives, including research and evaluation.

Drafting and posting content for District's website and social media channels-

Expanding and managing multilingual media and communications channels, specifically the district's Spanish Facebook Channel.

Assisting with crisis communications.

Preparing newsletters and publications for distribution outside the District.

Writing articles for inclusion in community Insider newsletter and from community contributors.

Creating, writing and producing video as it relates to community.

Providing copy and photographs, and providing guidance related to printing.

Assist district with building focus groups with a variety of stakeholders to include families, students, community and business leaders, and staff and to include multiple languages.

Creating content and posting to district social media and web.

Preparing photographic and other visual aids.

Maintaining regular and consistent attendance and punctuality.

Performing related duties consistent with job description and assignment.

MINIMUM QUALIFICATIONS

Knowledge and skills:

Principles and practices of school and community relations.

Proficiency in MS Office applications

Adobe or other graphic design software, web content management

Knowledge and command of evolving social media platforms

Excellent interpersonal, oral and written communication skills

Good organization skills and strong attention to details

Initiative and judgment to independently problem solve

Strong commitment to promoting diversity

Bilingual and Bicultural

Current office procedures, practices and computer equipment.

Desired knowledge of:

Graphic design and/or website Content Management Systems

Associated Press Style

Desktop publishing software

Principles and techniques of planning, layout, and editing of brochures, pamphlets, newsletters, and other publications

Principles and practices of photography and video production

Ability to:

Prioritize complex and at times competing goals

Work with little supervision and also serve as strong team member

Research, analyze and summarize findings

Exercise restraint and discretion in matters that are confidential or otherwise sensitive

Work independently and as part of a team

Establish and maintain effective working relationships

Manage multiple projects and priorities

Communicate clearly and concisely, both orally and in writing

Communicate and maintain relationships with a variety of diverse audiences that include multilingual, communities of color, business, faith-based, and a variety of other community-based organizations

Establish and nurture relationships crucial for district success

Experience and Training

Any combination of experience and training that would provide the required knowledge and abilities is appropriate. A representative way to obtain the required knowledge and abilities would be:

Experience:

Bachelor's degree and 1-2 years related experience, or the equivalent combination of experience and education.

Work Environment:

Climate controlled office settings and exposure to minimal noise intensity levels.

Moderate level of contact with district personnel and outside agencies/community.

Physical Requirements:

Frequent reaching, handling, talking and hearing. Mobility to work in a typical office setting and use standard office equipment, stamina to remain seated and maintain concentration for an extended period. Hearing and speech to communicate in person or over the telephone. Vision: Frequent near acuity; occasional far acuity. Vision to read printed materials, computer screens

and/or other monitoring devices.

Strength: Sedentary/Light – Exert force to 15 pounds occasionally or a negligible amount of force frequently to lift, carry, push, pull or move objects.

Salem-Keizer School District is an equal opportunity employer

