

Carroll Independent School District Job Description

JOB TITLE:	Communications Coordinator	Pay Grade:	AP2
Supervisor:	Executive Director Communications & Engagement	Employment Days:	226
Department:	Communications & Engagement	Wage/Hour Status:	Exempt

MISSION:

Building on a Dragon tradition of excellence, the Carroll Independent School District will foster a safe, caring, and creative learning environment that inspires students to realize their full potential as they positively impact the world around them.

JOB SUMMARY:

The primary responsibility of this position is to support the ongoing communications and marketing programs under the direction of the Executive Director of Communications & Engagement.

QUALIFICATIONS:

- Bachelor's degree in electronic media, journalism, communications or a related field
- Strong organizational, communication and interpersonal skills
- Excellent skills in writing and editing
- Ability to detect, analyze and solve technical problems
- Strong computer and web-based skills including familiarity with Photoshop, Final Cut Pro, InDesign, and other web-related technologies

MAJOR RESPONSIBILITIES:

- Expertise in social media, digital communications and digital marketing.
- Responsible for writing and copy editing for online and print communications.
- Experience in script writing.
- Assist with the design, preparation and editing of district publications and online communications for newsletters, recruitment brochures, special events, social media posts, district webpages and MySouthlakeNews.com.
- Assist with the implementation and marketing of the district's We Care employee appreciation program.
- Assist with photography and coverage of special events, to include management of student interns on-site at school events.
- Assist in coordinating district-level events including, but not limited to banquets, celebrations, special meetings and recognition programs.
- Attend School Board meetings as directed.
- Assist with the all communication processes and systems.
- Support the implementation of district-level community and parent engagement programs.
- Attend committee meetings and community events as directed.

- Detail oriented and can handle multiple tasks.
- Maintain a professional level of confidentiality regarding all district matters.
- Keep abreast of innovative practices.
- Be adaptable and flexible in acceptance of changes in techniques and procedures.
- Uphold and adhere to safety rules.
- Support the goals and objectives of the district and follow district policies.
- Perform other duties as assigned.

MENTAL DEMANDS/PHYSICAL DEMANDS/ENVIRONMENTAL FACTORS:

Tools/Equipment Used: Standard office equipment including personal computer and peripherals; camera(s), video cameras; desktop publishing software

Posture: Prolonged sitting; occasional bending/stooping, pushing/pulling, and twisting

Motion: Repetitive hand motions including frequent keyboarding and use of mouse; occasional reaching

Lifting: Occasional light lifting and carrying (less than 15 pounds)

Environment: May work prolonged or irregular hours

Mental Demands: Work with frequent interruptions; maintain emotional control under stress

THE REFERENCED STATEMENTS DESCRIBE THE GENERAL CHARACTERISTICS, QUALIFICATIONS AND PERFORMANCE RESPONSIBILITIES OF THIS POSITION, HOWEVER, ADDITIONAL REQUIREMENTS MAY BE STIPULATED DURING THE TERM OF ASSIGNMENT.

REVIEWED BY: _____ DATE: _____
(Executive Director of Human Resources)

APPROVED BY: _____ DATE: _____
(Assistant Superintendent for Student & Staff Services)

Date Created: 8/2015	Date(s) Revised: 8/2021
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