

Hinsdale High School District 86
JOB DESCRIPTION

Job Title: Communications Coordinator

Calendar Work Days: 12 months/260 days

Supervisor: Superintendent

Status: non-exempt

Work Location: District Office

POSITION SUMMARY: The Communications Coordinator is responsible for planning, developing, and executing strategic communications that engage and inform District 86 stakeholders. This role requires a systems thinker with strong organizational skills who can manage multiple projects simultaneously while meeting deadlines. The ideal candidate is a collaborative professional who can translate district priorities into clear, compelling messaging across a variety of platforms.

QUALIFICATIONS-EXPERIENCES-KNOWLEDGE

- Bachelor’s degree in Communications, Public Relations, Marketing, or a related field preferred.
- 1–3 years of experience in communications, public relations, or a related role preferred.
- Exceptional written and verbal communication skills.
- Strong organizational and project management abilities, with attention to detail.
- Ability to manage multiple priorities and meet deadlines in a fast-paced environment.
- Collaborative mindset with strong interpersonal skills.
- Proficiency with social media platforms (LinkedIn, Twitter/X, Instagram, Facebook).
- Experience with content management systems (e.g., Finalsite) and communication platforms (e.g., ParentSquare).
- Familiarity with design tools such as Adobe Creative Suite (Photoshop, InDesign) or Canva.
- Basic knowledge of website management and design principles preferred.
- Experience with analytics tools such as Google Analytics is a plus.

ESSENTIAL DUTIES AND RESPONSIBILITIES

1. Content Development & Storytelling

- a. Write, edit, and distribute content for newsletters, websites, and social media platforms.
- b. Capture and share highlights from classrooms, programs, and school events through district communication channels.
- c. Ensure all content aligns with district messaging, tone, and branding standards.

2. Social Media & Website Management

- a. Manage and maintain district social media accounts and website content.
- b. Monitor district-related social media activity and respond appropriately to inquiries and comments.
- c. Provide training, guidance, and oversight to staff using social media to ensure best practices and compliance with district policies.

3. Media Relations

- a. Draft press releases and official statements.
- b. Respond to media inquiries in a timely and professional manner.

- c. Maintain and update media contact lists and cultivate relationships with local media outlets.
- 4. Community Engagement**
 - a. Build and maintain positive relationships with parents, volunteers, faculty, staff, elected officials, partner districts, and community members.
 - b. Support initiatives that strengthen community trust and engagement.
 - c. Assist in planning, promoting, and executing district events, including public relations initiatives, conferences, and webinars.
 - d. Coordinate communication efforts to maximize attendance and community awareness.
- 5. Strategic Communications Support**
 - a. Collaborate with the Superintendent's Office to develop and implement communication strategies.
 - b. Monitor and analyze communication metrics to assess effectiveness and inform improvements.
- 6. Internal Communications**
 - a. Support internal messaging, including staff announcements and updates.
 - b. Manage the district's mass notification system, including drafting and distributing community-wide communications.
 - c. Build capacity among school leaders and staff to effectively use communication tools.
 - d. Provide communication training and resources to faculty and staff to strengthen internal and external communication efforts.
 - e. Assist staff in promoting school and district programs, events, and achievements through various communication channels.
- 7. Brand Management & Consistency**
 - a. Promote and maintain a consistent District 86 brand, mission, and identity across all platforms and materials.
- 8. Additional Responsibilities**
 - a. Perform other duties as assigned by the Superintendent
 - b. FOIA and OMA training for understanding/general knowledge

TERMS OF EMPLOYMENT

- 12-month, 260 day position
- Compensation:\$70,000-\$85,000 annually
- Non-exempt
- Comprehensive benefit package – 125 Cafeteria plan - including but not limited to health, dental, and vision insurance
- Group term life/ADD insurance
- Employee Assistance Program
- Paid leave

PHYSICAL DEMANDS AND WORK ENVIRONMENT:

While performing the duties of this job, the employee is frequently required to stand, walk, sit and see, talk and hear. The employee is required to reach with hands and arms and stoop, kneel, or crouch. The employee must be able to lift and/or move up to 25 pounds on occasion and up to 10 pounds regularly/daily. Specific vision abilities required by this job include close vision, such as to read type or hand written material. Frequent computer work required. The noise level in the work environment is that of a high school and can be loud when in places like gyms and cafeterias. The employee is continuously interacting with parents/guardians, community members, outside providers, students, and staff.

The information contained in this job description posting is for compliance with the Americans With Disabilities Act (ADA) and is not an exhaustive list of the duties performed for this position. The individuals currently holding this position perform additional duties and additional duties may be assigned.

Notice of Nondiscrimination:

The statements in this job description are intended to describe the general nature and level of the work to be performed by (an) individual(s) assigned to this position. They are not an exhaustive list of all duties and responsibilities related to the position. This job description will be reviewed periodically as duties and responsibilities change with business necessity and School Board Policy and procedures. Essential and marginal job functions are subject to modification.

Hinsdale Township District 86 is an Equal Opportunity Employer. It is the policy and practice of District 86 to decide all matters relating to employment solely on the basis of the applicant's ability to perform the essential functions of the position. It shall be the policy District 86 to hire all staff without discrimination because of race, color, creed, religion, sex, sexual orientation, gender expression or identity, marital status, national origin or ancestry, age, disability, physical or mental handicap unrelated to ability, veteran, military status or an unfavorable discharge from service, or citizenship status provided the individual is authorized to work in the United States. District 86 is committed to a workplace free of unlawful discrimination, harassment or retaliation as mandated under Title VI, Title IX, Section 504, the Age Discrimination Act, the Boy Scouts Act, and the Americans with Disabilities Act.

NON-DISCRIMINATION COORDINATOR

Jodi Bryant

Assistant Superintendent of Human Resources

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For further information on notice of non-discrimination, visit https://ocrcas.ed.gov/contact-ocr?field_state_value=652 for the address and phone number of the office that serves your area, or call 1-800-421-3481