

**TITLE:** Communications Coordinator/Superintendent's Assistant.

**QUALIFICATIONS:** Bachelor's degree in Communications, Journalism, Public Relations or related field. Two or more years of related work experience.

**REPORTS TO:** Superintendent

**JOB GOALS:**

Communications Coordinator - To develop, implement and provide the district with a plan that effectively communicates information about each school, district issues, events, and services to internal and external audiences. 80% of the coordinator's duties are in this area.

Superintendent's Assistant – Performs assigned duties related to the functions of the superintendent's office and supports the superintendent in carrying out duties of his/her position in such a manner that the district's focus statement, "Educational Excellence is our Foremost Goal," is adhered to. 20% of the coordinator's duties are in this area.

**TERMS OF EMPLOYMENT:** 260 days, Full-Time Salaried Employee per negotiated contract

**Required Knowledge, Abilities and Skills**

- Strong interpersonal skills.
- Attention to detail and accuracy.
- Creative problem-solving skills.
- Ability to perform multiple tasks simultaneously.
- Highly developed organizational skills.
- Ability to maintain confidentiality.
- Ability to effectively present information and respond to questions over the telephone, e-mail, via social media and in person to person contact.
- Excellent grammar, spelling, punctuation, composition, and proofreading skills.
- Ability to read, analyze and interpret reports, laws, rules, policies, regulations, documents, reports and procedure manuals.
- Ability to work under stress, establish priorities, and continually develop more effective, efficient processes/procedures in a constantly changing environment.

- Ability to interpret state and federal laws and rules/regulations, analyze and develop District policies and administrative regulations, solve practical problems, and deal with a variety of concrete and abstract variables. Ability to apply common sense understanding and directions to address the impact of various actions on interconnected functions.
- Ability to develop effective working relationships with elected officials, administrators, teachers, support staff, parents, students, residents, consultants, contracted services representatives, and community businesses and organizations.
- Strong computer skills with ability to learn and utilize new software programs as systems are upgraded.

## **PERFORMANCE RESPONSIBILITIES & MAJOR JOB FUNCTIONS:**

### **Communications Coordinator**

1. Layout, writing, editing, design, proofing of elementary, middle, high and district newsletters and circulate electronically and in print (district newsletter only).
2. Develops, organizes and distributes press releases, articles, and related photographs to news media or other special interest publications.
3. Assists in updating and design of the district website.
4. Assists in identifying communication issues and implementing solutions to improve the communication in those areas.
5. Attends school events, activities and programs while also maintaining a file of school-related photographs which help in the production of newsletter and newspaper articles.
6. Manage and update the district's Google calendar of events displayed on the website.
7. Works side by side with consultants in the development of communication materials not produced in-house.
8. Seeks out printing sources and quotes for projects printed externally.
9. Attends meetings that pertain to communications issues as requested by the Superintendent.
10. Performs other duties and assumes other responsibilities as apparent or assigned.
11. Video production – script writing, photography and production of district marketing videos.

12. Regularly update the district news feature photo sections of the website.
13. Project an informative and engaging presence on district social media platforms, including Facebook, Instagram, YouTube and Twitter.

#### **Provides administrative services to the Superintendent of Schools**

1. Serves as first responder to callers and visitors to the Superintendent's office.
2. Screens all calls to the Superintendent's office and determines appropriate action to be taken.
3. Serves as a resource to district staff and community members on matters pertaining to the Superintendent/School Board.
4. Ensures strict confidentiality on various recommendations and communiqués regarding student, personnel, and data privacy issues.
5. Manages all aspects of out-of-district open enrollment/non-resident student attendance, and develops and implements practices to ensure equitable treatment of all requests. Serves as a resource to staff and community on the policies and practices related to out-of-district student attendance.
7. Responsible for and oversees the maintenance of accurate and retrievable department files and records.
8. Process all letters, reports, and forms, requested by the Superintendent
9. Facilitates registration for conferences for superintendent.
10. Prepares and reconciles superintendent's budgets.
11. Prepares expense reports and payment requests for the superintendent.

#### **Provides administrative services to the school board**

1. Assists the superintendent in developing agendas for regular, special, and closed meetings, work sessions, and public hearings.
2. Attends and takes minutes of all School Board meetings.
3. Ensures that meetings are held in strict compliance with the Open Meeting Law, policies, and regulations.

4. Responsible for documentation of Board actions/activities as required by law.
5. Responsible for the maintenance and publication of Board meeting minutes as required by law and in accordance with Board policies and regulations.
6. Serves as a Notary Public for School board and District.
7. Handles registration for conferences for board members.

### **Coordinates School Board Elections**

1. Serves as the School Board Clerk's designee for election activities for School Board members and bond/levy referenda, and is responsible for the coordination of School board and School District election activities.
2. Ensures that all School District elections are conducted as required by Minnesota Statute.
3. Attends training sessions offered by the County Auditor's office and the Minnesota School Boards Association, and maintains certification as School District Clerk/Election Official.

### **Facilitates School Board Policy Review Schedule**

1. Interprets and communicates election law and Board election-related policies and regulations to School Board candidates, campaign committees, District staff, and the general public.
2. Ensures all School Board Policies are reviewed on a three-year schedule per Board policy.
3. Schedules Board policies for review by the School Board.

### **District Administrative duties**

1. Obtain, record and submit monthly counts for all copy machines in the district.
2. Keep record of all district fundraising requests.