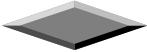


# Employment Opportunity

## Independent School District 196

Rosemount - Apple Valley - Eagan, Minnesota  
*Educating our students to reach their full potential*

---



---

### Communications Coordinator

Independent School District 196, Rosemount-Apple Valley-Eagan Public Schools, is seeking highly qualified candidates to apply for the position of **Communications Coordinator**.

In District 196, the sky's the limit for students and employees. That's because our committed team of educators is dedicated to helping learners explore their infinite possibilities and reach their full potential. Our whole child, "Triple-A" approach provides students and staff boundless opportunities to learn, grow and pursue their interests in academics, the arts and athletics.

**District 196** is a Minnesota public school district of choice, serving more than 29,000 students and 160,000 residents in the cities of Rosemount, Apple Valley, Eagan, Burnsville, Coates, Inver Grove Heights, Lakeville and Empire and Vermillion townships. District 196 is the fourth largest school district in Minnesota and among the largest employers in Dakota County, with more than 4,000 full- and part-time employees. Forbes included District 196 on its inaugural list of Best-in-State Employers based on a survey asking employees to rate how likely they would be to recommend their employer to others.

District 196 has 19 elementary schools (grades K-5); six middle schools (grades 6-8); four high schools (grades 9-12); an optional School of Environmental Studies for juniors and seniors; an Area Learning Center high school program; a K-12 special education school for students with emotional and behavioral difficulties, and a special education program serving young adults ages 18-21. The district also operates three learning centers that provide early childhood and Adult Basic Education services, and offers extensive community education programs and classes for life-long learners of all ages.

#### Primary Responsibilities

- Work with members of the superintendent's cabinet to provide communications support for district initiatives and goals
- Assist in planning, developing and implementing the district communications plan
- Write for a variety of audiences and purposes, including newsletters, news releases, website, social media, video and marketing materials
- Draft responses to emails and other communication for the superintendent and School Board
- Develop presentations, key messages and talking points for the superintendent and district directors
- Serve as a communications first responder to emergency situations
- Administer the districtwide website content management system (CMS) and keep the district website updated
- Provide ongoing training and support for website CMS users responsible for school, program and department websites
- Oversee district guidelines for social media use and manage communication on district social media accounts
- Provide ongoing social media training and support for schools, programs and departments
- Administer the districtwide mass notification system and provide ongoing training and support for system users
- Oversee development and implementation of district standards and systems for translations and interpreter services
- Coordinate translation and distribution of district communications in multiple languages
- Lead development of district video content, working with a partner vendor
- Assist with community, government and media relations, including some spokesperson responsibilities
- Provide media and communications training for administrators and other staff as needed
- Develop and conduct information campaigns for bond and levy referendum elections
- Design and produce materials for schools, programs and departments
- Help plan, market and execute districtwide and school events
- Take professional quality photographs and develop a photo library
- Supervise the multilingual communications specialist and department support personnel
- Other duties as assigned

#### Required Qualifications

- Bachelor's degree in in communications, public relations, media relations, journalism or a related field, plus at least four years of related professional experience
- Excellent written, verbal and interpersonal communication skills with varied audiences (employees, parents, students, community members, elected officials)
- Demonstrated skill in writing media releases, social posts, news and feature articles, presentations, video scripts, speeches and marketing materials
- Knowledge of communication planning, implementation and evaluation
- Knowledge of the principles and practices of journalism and media relations

- Proficient in use of current technology required for the performance of duties, including Microsoft Office, Google Apps, digital photography, video production, website development and social networking programs
- Attention to detail, with ability to be consistently accurate
- Excellent organizational and time-management skills
- Ability to work effectively under deadlines and stressful situations
- Ability to work independently and as part of a team
- A positive, customer-service approach to work
- Ability to work weekends and/or after hours when needed

**Preferred Qualifications**

- Previous experience working with public schools
- Knowledge of and use of Associated Press style
- Knowledge of HTML and web production
- Experience with InDesign or desktop publishing software

**Reports to:** Communications Director

**Compensation:** Salary in the range of \$98,835-111,757 depending on qualifications, plus an excellent benefits program.

**Effective Date of Employment:** September 19, 2022 or as soon as possible.

**Application Procedure:** Persons wishing to be considered should submit the following **prior to 4 p.m. August 24, 2022:**

- A letter of application and resume detailing work history and qualifications for the position
- A completed District 196 application
- Three writing samples: 1) news release; 2) human-interest feature, and 3) social media post or campaign summary
- References

Apply online at [www.District196.org/about/employment](http://www.District196.org/about/employment). Click on "Apply for Current Job Openings" and select "Administration" to view the Communications Coordinator posting. Please address requests for information and application materials to:

**Human Resources Department, Independent School District 196, 3455 153<sup>rd</sup> Street W., Rosemount, MN 55068, or call 651-423-7632.**