



Job Description

Position Title:	Communications Coordinator
Job Title:	Communications Coordinator Sr
Function:	Communications & Public Relations
Family:	Communications

Reports to:	Sr Exec Dir, Planning & Construction	Pay Grade:	E16
Terms of Employment:	<ul style="list-style-type: none"> • 230 days per year. • Non-Chapter 21 employment agreement. • Salary is in the pay grade E16 on the Exempt SAISD Compensation Plan. • Entry salary is at \$64,639.20 with consideration for directly related experience. 	FLSA Classification:	Exempt
Funding Source:	This position is bond funded.		

Job Scope

Leads daily activities of a department or function. Use significant independent judgment and familiarity with the field to perform work. Responsible for administration of various complex departmental programs and serves as the lead of a group of employees. Develops policies and procedures and oversees implementation and execution of them. Typically required to complete tasks of junior-level roles, when needed.

Position Summary

Responsible for working with assigned campus leadership teams to ensure school communications and marketing materials are consistent with District messaging. The coordinator provides oversight for multiple campuses ensuring materials are current, on-brand, and effective in reaching parent and other stakeholder audiences. They will serve as the first touch, go-to resource for assisting campuses with implementing standardized communications via all channels and to provide strategic advice and counsel on communications and media relations strategies to school leadership. The coordinator is responsible for the clear, timely and accurate dissemination of information and monitoring quality control. They will establish, develop, and promote good working relationships with campus teams.

Essential Functions / Key Responsibilities

1. Collaborates with assigned principal(s) and campus(s) support teams, including campus web administrators and campus social media managers, to ensure that all communications are organized, timely, and accurate and that all assets, flyers, and other marketing materials are consistent with District messaging, are on brand, and meet District brand standard.
2. Provides strategic advice and counsel on communications and media relations strategies to school and district leadership.
3. Collaborates with the extended Communications and Marketing team to ensure media inquiries are directed to or are in collaboration with District Communications, campus-based news coverage ideas are conveyed to District Communications, District talking points and messaging are reflected in campus communications.
4. Develops and produces templates and standards for informational materials regarding campus programs such as newsletters, flyers brochures, fact sheets, presentations, and other materials.



Job Description

5. Develop and communicate complex ideas, programs, systems, and processes in easy-to-understand language through a wide variety of communication vehicles, including social media, email, School Messenger, web, etc.
6. Provides knowledge and expertise to District stakeholders to enhance communication content, conduct campus visits on a regular basis.
7. Provide ongoing support via telephone, email, zoom, and other channels.
8. Perform other related duties as assigned within the appropriate skill and experience capabilities expected for this position.

Minimum Requirements

- Bachelor's degree from an accredited college or 4 years equivalent experience.
- 8+ years of progressive experience.
- Candidate must have satisfactory outcome of fingerprinting background check. Non-refundable fee (approximately \$50.00) paid by the employee

Preferred Requirements

- Bilingual

Knowledge, Skills & Abilities

- Effective communication skills, both oral and written, with diverse groups of individuals utilizing tact and diplomacy.
- Demonstrated ability to communicate vision and engage other individuals and groups.
- Excellent ability to establish and maintain positive working relationships with campus leadership, families, district personnel, and community.
- Excellent organization and time management skills with verifiable experience in maintaining accurate records and meeting deadlines.
- Demonstrated ability to maintain strict confidentiality.
- Experience in the development of multimedia content for targeted audiences.
- Demonstrated ability to deliver creative content (text, image, and video).
- Demonstrated ability to analyze and interpret data.
- Knowledge and experience utilizing web templates and social media management tools.
- Demonstrated creative thinking.
- Strong research skills.

Working Conditions

Work Environment:

- Computer, computer software programs and peripherals, teacher resource materials and equipment, copier, fax, and other equipment applicable to position.
- Frequent exposure to: temperature extremes (hot and cold), humidity extremes, noise. Occasional exposure to: biological hazards (communicable diseases, bacteria, insects, mold, fungi, etc).

Physical Demands/Requirements:



Job Description

- Maintain emotional control under stress; work with frequent interruptions/deadlines; frequent sitting, standing, walking, climbing, balancing, pulling and pushing; reaching, repetitive hand motions, hearing, speaking clearly, visual acuity and prolonged data input; occasional lift/carry light, moderate 15-44 pounds.

Supervisory Responsibilities / Direct Reports

- None

San Antonio ISD is committed to non-discrimination on the basis of race, color, ethnicity, culture, religion, national origin, age, sex, gender identity, gender expression, sexual orientation, appearance, immigration/citizenship status, home language, socioeconomic status, or disability in its educational programs, services, and District business functions.

Information on persons designated to handle inquiries regarding non-discrimination policies can be found within SAISD Board Policies DIA(EXHIBIT) or FFH(EXHIBIT), available online at: <https://pol.tasb.org/PolicyOnline?key=176>.

San Antonio ISD está comprometido a no discriminar por motivos de raza, color, origen étnico, cultura, religión, origen nacional, edad, sexo, identidad sexual, expresión de género, orientación sexual, apariencia, estado inmigratorio/de ciudadanía, idioma natal, estado socioeconómico o discapacidad en sus programas educativos, servicios y funciones de negocios del Distrito.

La información sobre las personas designadas para manejar consultas sobre las políticas de no discriminación se encuentra bajo las Políticas de la Junta Directiva DIA (Prueba documental) o FFH (Prueba documental) de SAISD, disponible en línea bajo: <https://pol.tasb.org/PolicyOnline?key=176>

Employee Signature: _____

Date: _____