

Communications Coordinator

Reports to:	Superintendent
Location:	TBD
Classification:	Administrative Support (Non-Union)
Work Year:	12 Months
Salary Range:	Competitive and commensurate with experience
FLSA Status:	Exempt

POSITION PURPOSE:

The Communications Coordinator provides professional leadership for the district's comprehensive communications, marketing, and strategy system. The coordinator plans, organizes, coordinates, monitors, and continuously improves communication efforts across Thornton Township High School District 205.

The coordinator works across District Office, Avidity, FACE, schools, programs, departments, and other communication partners to ensure that District 205's communication resources operate as one coordinated system with clear priorities, defined audiences, consistent messaging, appropriate channels, and measurable outcomes.

The coordinator serves as a strategic advisor to the Superintendent and district leadership while supporting, rather than replacing, the communication responsibilities of principals, departments, FACE, external communication partners, and other district leaders.

The coordinator uses communications and marketing principles, stakeholder information, analytics, and other available data to evaluate the reach and effectiveness of district communications and recommend adjustments that strengthen communication.

Communications Strategy and Planning:

The coordinator will develop the comprehensive district communications plan; maintain an annual and monthly communications calendar; identify priority audiences; establish communication objectives; coordinate timing across schools/departments/partners; anticipate major recurring communications; and align communications with District 205's strategic priorities.

System Coordination and Organizational Alignment

The coordinator should coordinate the work of Avidity, FACE, schools, programs, departments, and District Office; define communication workflows and handoffs; establish common standards; facilitate

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regular communications planning; identify duplication and gaps; and make sure stories or issues move to the appropriate level.

Audience Strategy, Marketing and Reach

The coordinator should identify and segment key stakeholder audiences; determine appropriate channels and communication approaches; evaluate whether communications reach intended audiences; identify underserved or under-reached groups; develop strategies to expand reach; and advise leadership on marketing and promotion of district programs, opportunities, achievements, and initiatives.

Measurement, Analytics and Continuous Improvement

The coordinator should establish communication KPIs; develop baseline measures; analyze website, email, newsletter, social media, engagement, and other available data; provide periodic reports to leadership; identify what is and isn't working; and recommend changes.

Content, Storytelling and Brand Coordination

The person should develop a districtwide storytelling strategy; establish a process for schools, programs, departments, and FACE to elevate stories; determine which stories should move across building, district, community, media, alumni, business, and government audiences; coordinate with Avidity on external media opportunities; and ensure consistent district branding.

Executive, Crisis and Public Communications Support

The Superintendent retains decision authority over Board communications, major district positions, crisis decisions, and sensitive media engagement. The coordinator provides professional advice, planning, drafting, coordination, preparation, and follow-through.

Superintendent and Board Communications

Coordinate a districtwide content-development and storytelling system that identifies, develops, elevates, and distributes stories across appropriate communication channels and audiences. Coordinate the system that helps the Superintendent prepare speeches, presentations, publications, reports, newsletters, and correspondence. Review communications on behalf of the Superintendent. Create a system of Board of Education communications and presentations. Develop a system to provide communication support for Board meetings and communications to ensure message coordination.

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Media and Public Relations

- Serve as the District's secondary media contact.
- Develop relationships with local, regional, and educational media.
- Prepare news releases, advisories, and public statements.
- Monitor media coverage and advise district leadership.

Internal Communications

- Coordinate communication efforts with district employees and employee groups.
- Support employee engagement and organizational alignment.
- Develop communication tools that strengthen understanding of district goals and priorities.

Government Relations

- Develop relationships with parents, community organizations, businesses, municipalities, faith-based organizations, alumni, and elected officials.
- Coordinate communications activities, forums, and informational meetings.
- Support advocacy efforts that advance district priorities.

Digital Communications

- Organize and align the district website and social media platforms with Avidity, FACE, and Schools.
- Develop digital communication strategies that increase engagement.
- Monitor analytics and recommend improvements.

Content Development and Storytelling

- Plan, organize, and align content highlighting student achievement, staff accomplishments, programs, athletics, arts, CTE, military enlistment, college readiness, and workforce development.
- Plan, organize, and align written, graphic, photographic, and video content.
- Coordinate district publications, newsletters, promotional materials, and the annual State of the District Report.

Emergency and Crisis Communications

- Assist and recommend messages during implementation of crisis communication procedures.
- Assist in the coordination of communication during emergency situations.
- Assist in the development and refinement of communication templates and protocols.

Branding and Marketing

- Maintain district branding standards and consistency as developed by the district.
- Develop District Marketing programs, services, achievements, and opportunities.
- Support public confidence and trust in District 205.

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Event Coordination and Promotion

- Coordinate communication and promotional efforts for district events.
- Coordinate photography, videography, and media coverage.

Stakeholder Communications

- Assist departments, schools, and programs in developing communication materials.
- Provide communication guidance and support to district administrators.

QUALIFICATIONS:

Required:

- Bachelor's Degree in Communications, Public Relations, Journalism, Marketing, Public Administration, Education, or related field.
- Minimum of three years of professional communications experience.
- Exceptional written and verbal communication skills.
- Experience with website management and social media platforms.

Preferred:

- Five or more years of progressively responsible communications experience.
- Experience in public education, government, or public-sector communications.
- Experience supporting executive-level leadership.
- Experience in crisis communications, media relations, photography, videography, graphic design, and multimedia production.
- Knowledge of FOIA requirements and public-sector communications practices.
- Master's degree in Communications, Public Relations, Journalism, Marketing, Public Administration, Education, or related field.

PERFORMANCE EXPECTATIONS

- Promote positive relationships between the district and stakeholders.
- Increase awareness and understanding of district initiatives and accomplishments.
- Ensure timely, accurate, and transparent communication.
- Strengthen stakeholder engagement and trust.
- Enhance the District's public image and reputation.
- Lead the successful communication system to new heights
- Improve communications depth and impact through knowledge of stakeholders