

DEL MAR UNION SCHOOL DISTRICT

CLASS TITLE: COMMUNICATIONS COORDINATOR

BASIC FUNCTION:

Under the direction of the Assistant Superintendent of Human Resources, or designee, independently performs a wide variety of complex technical and clerical tasks to support the District's strategic communication plan. Promotes district, school, and student successes to internal and external audiences, including the news media and community. Assists in building positive relationships with the public through communication and events. Responsibilities include writing and distributing district communications, creating and editing content for publications, taking and organizing photographs and videos, and developing awareness of the District on social media and the web. Also supports outreach events and plans and promotes District, school, and student achievements.

REPRESENTATIVE DUTIES:

- Plan, develop, create, and disseminate District communication materials, including newsletters, brochures, electronic flyers, style guides, website content and social media.
- Assist in concept development, coordination, implementation, and participation in special events.
- Provide technical guidance, operational services, and assistance in the video recording and production of video programs for educational and/or public information purposes.
- Utilize digital storytelling to promote the vision of the District as well as the instructional focus of the organization.
- Attend meetings, programs and events and shoot photographs and video for use on website, newsletter, social media, and other media.
- Provide assistance to district staff and others concerning the writing, layout, editing and/or coordinating of content and the publication of a variety of newsletters, press releases, publications, feature articles, and District-wide announcements.
- Develop specifications and prepare requests for quotations; evaluate bids for design services; coordinate and develop timelines and quality standards of work performed by printers, editors, artists, and others in the production of publications and other materials.
- Lead in the graphic layout and design of website content; provide assistance and oversight in maintaining content on District webpages, social media channels and other digital media tools.
- Create and manage social media content.
- Serve as a production crew member and perform the full range of pre-production activities including pre-production planning and communication, set up and operation of audio, video and lighting equipment to ensure professional product completion.
- Perform post-production activities including digital video and audio editing and mixing, creation of video graphics, digital animation, and special effects, and addition of narration, voice-overs and dubbing.
- Conduct interviews and serve as District photographer for marketing projects, publications, brochures, website, and documentation of District events and activities.

- Strategize, plan, organize, and develop short- and long-term District graphics goals; acquire, maintain, and utilize graphic production and processing equipment.
- Operate still and video digital photography equipment, applying sound photographic judgment, composition, and lighting techniques to ensure professional quality images.
- Set-up/take down sound and video equipment for on- and off-site conferences and educational events including support before, during and after events.
- Establish and maintain a District photo and video archive.
- Ensure protection and advancement of the DMUSD brand; promote District goals and accomplishments and maintain consistency of messaging.
- Plan branding and marketing; write and post engaging content, and develop related graphic, images and/or videos.
- Review websites for conformity to district standards and initiate steps to bring websites into compliance as necessary.
- Prepare, compile, and maintain data, reports, files, and records.
- Learn and apply emerging technologies.
- Assist the District on special projects as necessary.
- Perform related duties as assigned.

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

- Video recording production: setting up an installing equipment such as microphones, sound speakers, video screens, projectors, video monitors, recording equipment, connecting wires and cables, and sound and mixing boards for events and functions.
- Circuitry and mechanical operation of video and audio systems, video camcorders, recording devices, and other types of audio-visual equipment.
- Principles and methods of advertising and promoting services and programs.
- Basic public relations and media relations techniques.
- Principles and practices of writing in a variety of styles, including business, promotional, journalistic, and web.
- Social media etiquette for professional use.
- Audio and sound theory.
- Common office terminology, skills, and practices.
- Record keeping techniques, filing and information management systems.
- Windows and Mac Operating Systems and basic computer troubleshooting.
- Working knowledge of Adobe Creative Suite, Final Cut Pro, and other software used in the classroom.
- Modern office practices, procedures, and equipment.
- Correct English usage, grammar, spelling, punctuation, and vocabulary.
- Operation of various office machines including a computer terminal.
- Applicable sections of State Education Code and other applicable laws.
- Oral and written communication skills.
- Interpersonal skills using tact, patience, and courtesy.
- Telephone techniques and etiquette.
- District organization, operations, policies, and programs.

ABILITY TO:

- Prepare a variety of publications and materials that provide accurate and effective information regarding the topic or subject.
- Conceptualize project objectives and effectively utilize information and knowledge to create the optimum impact.
- Operate and install video production equipment.
- Understand the technical aspects of equipment.
- Learn and utilize new and current technologies.
- Effectively plan, organize, prioritize, and complete multiple tasks within reasonable time limits and deadlines.
- Work with minimal direct supervision.
- Maintain filing systems, which contain confidential or sensitive information.
- Communicate effectively both orally and in writing according to accepted rules of style and syntax.
- Plan and organize special events and activities to enhance public relations.
- Apply writing style and techniques appropriate for differing business and journalistic/public relations purposes and for a variety of internal and external audiences.
- Develop compelling communications for a variety of publications and platforms, including print and web.
- Research, develop, proofread, and edit written materials accurately and concisely.
- Understand scope of authority in making independent decisions.
- Perform duties effectively with frequent interruptions.
- Maintain accurate records and prepare reports.
- Understand and follow accurately oral and written directions.
- Operate computers, applicable software programs and peripheral equipment to enter, process, revise, and update information; operate a telephone, copier, calculator and other office equipment as assigned.
- Establish and maintain cooperative, effective working relationships with the public and District staff.
- Read, understand and explain technical policies and material related to personnel and benefits.
- Be well organized and detail oriented.
- Work confidentially and use appropriate discretion in disseminating information.

EDUCATION AND EXPERIENCE:

Any combination of education, experience, and/or training equivalent to a bachelor's degree in Communications, Journalism, Public Relations, Public Administration, Marketing or other related field and five years' experience in the development and execution of digital marketing and communications, professional writing, public and media relations, and one year using desktop publishing, videography, photography, or social media for professional purposes. School District experience preferred.

LICENSES AND OTHER REQUIREMENTS:

Valid California driver's license.

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Board Approved on 06/26/2024

WORKING CONDITIONS:

ENVIRONMENT:

- Office environment
- Frequent interruptions
- Driving a vehicle to conduct work

PHYSICAL DEMANDS:

- Dexterity of hands and fingers to operate computer keyboard and other office equipment.
- Hearing and speaking to exchange information.
- Seeing to read a variety of materials.
- Bending at the waist, kneeling, or crouching to file materials.
- Sitting for extended periods of time.
- Occasionally lifting items up to twenty-five pounds.

TERMS OF EMPLOYMENT:

Twelve-month work year; Valid Driver's License, Criminal Justice Department and Federal Bureau of Investigation Fingerprint Clearance, Physical and TB Clearance. Fingerprints and physical will be at district expense and must be obtained at district contracted facility.

SALARY:

Placement on the Classified Salary Schedule on Range 40.