



COORDINATOR – DISTRICT COMMUNICATIONS

SUMMARY/SCOPE/GOAL

Coordinate District marketing initiatives and maintain positive customer relations. Monitor and maintain communication publications including department website and digital media. Primary creator of graphics necessary to support the mission of the office of District Communications. Coordinate and monitor District Communications under the supervision of the department Director when Director is unavailable.

QUALIFICATIONS

EDUCATION AND RELEVANT EXPERIENCE REQUIREMENTS:

REQUIRED:

- Bachelor's Degree from an accredited educational institution in the field of marketing, commercial art, communications, public relations, or business administration.
- Strong mastery of the English language.

PREFERRED/DESIRED:

- Proven experience in graphic design required; social & digital media and communications experience preferred.

CERTIFICATIONS AND LICENSES:

REQUIRED:

- Valid State Driver's License.

PREFERRED/DESIRED:

N/A

PERFORMANCE RESPONSIBILITIES

ESSENTIAL FUNCTIONS:

The tasks/competencies listed below represent most of the time spent working in this position. Supervisor may assign additional tasks within the scope of this classification as necessary.

1. Develop concepts and design all collateral materials, including but not limited to direct mail, ads, postcards, newsletters, flyers, brochures, invitations, presentation design, and digital media in conjunctions with established goals and criteria for District distribution.
2. Coordinate with Webmaster to update and review District-level content and provide appropriate assistance with updates.
3. Coordinate all print and digital design with production services. Coordinate all distribution on in-house and out-of-house marketing and communications materials.
4. Compile and analyze budget under supervision of department director.
5. Assist in the preparation of department budgets, grants, agreements, and contracts.
6. Facilitate advertising strategies.
7. Provide media support under direction of the Director.
8. Supervise and evaluate Customer Service Center personnel.
9. Attend School Board meetings, workshops, and other meetings as required.
10. Travel to schools and other sites through the county as needed.

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11. Coordinate and monitor District Communications under the supervision of the Director, when Director is unavailable.
12. Create quality design and artwork for brochures, posters, manuals, books, and other media materials.
13. Assist in District Communications external media events in support of BPS and Director as needed.

OTHER DUTIES:

Provide outstanding customer service and use positive interpersonal communications skills. Make all decisions and perform all tasks in accordance with Brevard Public Schools' strategic plan, vision, and mission. Ensure compliance with Board rules and applicable federal laws and regulations.

KNOWLEDGE, SKILLS, AND ABILITIES/TRAINING AND EQUIPMENT USAGE

JOB RELATED:

Proven ability to assemble design layout illustrations and apply graphic art standards for marketing materials and websites. Ability to respond to common inquiries or complaints from the community, regulatory agencies, or staff. High level of oral and written communications skills required. Effective large project management skills necessary. Ability to define problems, collect data, establish facts, and draw valid conclusions. Ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables. Ability to work well in a team-centered environment. Ability to multi-task projects and prioritize appropriately.

GENERAL:

Knowledge and use of time management and organizational systems. Skill in meeting and exceeding customer/stakeholder expectations within the precincts of policy, procedure, and sound judgement. Skill in active listening and social perceptiveness. Ability to communicate effectively orally and in writing. Ability to use logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions, or approaches to problems. Ability to sustain focus and attention to detail for extended periods of time.

TRAINING:

N/A

EQUIPMENT:

Use office machines such as large volume copiers, printers, or calculators. Use computers for email, word processing, intra/internet, data entry, spreadsheets, service ticket responses, presentations, or custom applications.

PHYSICAL DEMANDS/WORK ENVIRONMENT

PHYSICAL REQUIREMENTS:

(L) LIGHT WORK

Exerting up to 20 pounds of force occasionally, and/or up to 10 pounds of force frequently, and/or a negligible amount of force constantly (Constantly: activity or condition exists 2/3 or more of the time) to move objects. Physical demand requirements are in excess of those for Sedentary Work. Even though the weight lifted may be only a negligible amount, a job should be rated Light Work: (1) when it requires walking or standing to a significant degree; or (2) when it requires sitting most of the time but entails pushing and/or pulling of arm or leg controls; and/or (3) when the job requires working at a production rate pace entailing the constant pushing and/or pulling of materials even though the weight of those materials is negligible. NOTE: The constant stress

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and strain of maintaining a production rate pace, especially in an industrial setting, can be and is physically demanding of a worker even though the amount of force exerted is negligible.

POTENTIAL ENVIRONMENTAL CONDITIONS/HAZARDS:

Indoor office environment most often with Indoor/Outdoor movement between pods/locations frequently. Intermittent noise and activity level. Requires Sitting, Standing, Walking, Bending, Stooping, Kneeling, Finger Dexterity, Talking, Hearing, and Visual Acuity frequently.

TRAVEL:

Travel between sites occasionally. Travel out of county rarely.

FOR HR USE ONLY:

DIVISION:	Government and Community Relations	DEPARTMENT:	Government and Community Relations
TITLE CODE:	C2481	CONTENT BY:	Director, District Communications
GRADE:	23	COMPENSATION:	Rick Morton
UNIT:	NB	LABOR RELATIONS:	Joy Salamone
LAST BOARD APVD:	02/12/2013	CLASSIFICATION:	Debra Pace

REV:	DATE:	REVISION CONTROL:	INITIATED BY:
1.0	02/12/13	Initial Release	District Communications
1.1	07/01/20	REVISED: New format.	Human Resources

The above information on this description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities, and qualifications required of employees assigned to this job. Performance of this job will be evaluated in accordance with provisions of the Board's policy on evaluation of personnel.

Brevard Public Schools (BPS) is an equal opportunity/affirmative action employer committed to achieving excellence and strength through diversity. BPS seeks a wide range of applicants for its positions so that one of our core values, a qualified and diverse workforce, will be affirmed. Americans with Disabilities Act (ADA) compliance requires BPS to provide reasonable accommodations to qualified individuals with disabilities. Prospective and current employees are invited to discuss accommodations.