

Community Relations Coordinator

SUMMARY

Under basic supervision, assists the Superintendent in the development and organization of the District's marketing, communication and community relations activities.

ESSENTIAL FUNCTIONS -- *Essential functions, as defined under the Americans with Disabilities Act, may include any of the following representative duties, knowledge, and skills. This list is ILLUSTRATIVE ONLY, and is not a comprehensive listing of all functions and duties performed by incumbents of this class. Employees are required to be in attendance and prepared to begin work at their assigned work location on the specified days and hours. Factors such as regular attendance at the job are not routinely listed in job descriptions, but are an essential function. Essential duties and responsibilities **may** include, but are not limited to, the following:*

- Researches, writes, and edits information for compilation in District publications, including but not limited to, reports, brochures and electronic presentations.
- Researches, writes, edits and lays out stories for District publications.
- Creates and implements, in conjunction with the Superintendent, a planned information campaign to assure important district initiatives (such as curricular reform, educational policies, student accomplishments and building-level news events) receive appropriate media coverage. Prepares and disseminates press releases to local media pool. Tracking and measuring response to news pitches and prepares monthly media response reports.
- Researches, writes, edits and posts information to District online and social media outlets, including but not limited to, Blogs, Facebook, Twitter and website. Tracks and reports hit statistics of online and social media postings.
- Researches, writes, edits and develops materials as necessary for communication initiatives at various schools, PTO groups, activities etc.
- Researches, writes, edits and develops materials as necessary to communicate about District plans including, but not limited to, the strategic plan, facility plan and financial plan.
- Researches, writes, edits and develops other materials such as talking points, tip sheets and PowerPoint presentations on timely topics as needed.
- Recommends improvements to supervisor in District communication efforts including the improvements of specific publications or initiatives
- Performs such other duties as may be assigned by the Superintendent.
- General communication as assigned.
- Supports the relationship between the Mandan Public School District and the general public by demonstrating courteous and cooperative behavior when interacting with clients, visitors, and District staff; maintains absolute confidentiality of work-related issues, client records, and District information; follows compliance rules governing child abuse; performs related duties as required or assigned.

MINIMUM QUALIFICATIONS

Education, Training and Experience Guidelines:

College degree in the areas of communications or marketing. Must be a detailed-oriented person with exceptional communication and organizational skills. Must possess a working knowledge of the Microsoft Office suite, design application programs (i.e. Adobe InDesign and Photoshop), and social media and online platforms, including but not limited to: PowerSchool Announcements, Facebook, Twitter and online blogs.

Knowledge of:

- MPS organization, operations, policies and procedures.
- Rules and regulations governing public relations activities and functions.
- Principles of confidential records, personnel files, and file management.
- Safety rules and regulations, occupational hazards, and safety precautions.

Skill in:

- Entering data into a computer system with speed and accuracy.
- Reviewing documents and extracting relevant information.
- Following federal and state rules and regulations, and MPS policies and procedures.
- Operating a personal computer utilizing standard and specialized software.
- Establishing and maintaining effective working relationships with co-workers.
- Communicating effectively verbally and in writing.

LICENSE AND CERTIFICATION REQUIREMENTS:

A valid North Dakota State Driver's License is required.

PHYSICAL DEMANDS AND WORKING ENVIRONMENT:

Work is performed in a standard office environment.