



## COMMUNICATIONS COORDINATOR

### Purpose Statement

The job of the Communications Coordinator was established for the purpose(s) of working with the Communications Director to meet the District's need for increasing parental and community involvement by keeping stake holders informed and supporting the District's community relations and community outreach program; tracking department funds; compiling reports; and maintaining positive interactions.

This job reports to the Communications Director.

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### Essential Functions

- Coordinates and maintains the District's phone notification system with 24 hour support for the purpose of ensuring accurate and timely notifications, as needed, and providing assistance.
- Responsible for the training of principals, assistant principals, and attendance secretaries on the District's phone notification system for the purpose of ensuring proper and efficient use of the system.
- Assists with the coordination and facilitation of special events, meetings, and activities for the purpose of ensuring these activities are well planned and operate smoothly.
- Maintains budget, expenditures, and inventory log information for the communications department and high school media production, and film classes to ensure accurate reporting of funds, budgets are maintained, and district objectives are followed.
- Serves as liaison between school district and media for the purpose of ensuring accurate information is disseminated.
- Responsible for the communication with school administration and/or staff to collect information (e.g. district achievements, outcomes, events, etc.) to be shared through various media outlets and/or be included in the monthly School Board meeting ensuring accurate and timely reporting of information.
- Assists in media relations (media releases, press inquiries, arranging press events, monitoring media coverage, etc.) for the purpose of receiving and/or conveying information.
- Notifies the Director of Schools and School Board members (e.g. meetings, emergency situations, potentially newsworthy stories, etc.) for the purpose of providing updated information and updates.
- Compiles data (e.g. student and staff incidents, purchase orders, bid information, budget expenditures, inventory, equipment repairs, scheduling, etc.) for the purpose of ensuring updated information is available, accurate tracking of records, and budgets are maintained.
- Assists District staff (special projects, copyright contracts, etc.) for the purpose of ensuring proper procedures are followed at the District, state, and federal level.
- Assists with the coordination with outside vendors for various projects (bids for printing and productions, equipment purchases, production and film classes, etc.) for the purpose of receiving and/or conveying accurate information.
- Serves as the point of contact for the communications department (troubleshooting errors, providing general information, etc.) for the purpose of providing assistance with administrative functions.



**Other Functions**

- Performs other related duties as assigned for the purpose of ensuring the efficient and effective functioning of the work unit.

**Job Requirements: Minimum Qualifications**

**Skills, Knowledge and Abilities**

SKILLS are required to perform multiple tasks with a potential need to upgrade skills in order to meet changing job conditions. Specific skill-based competencies required to satisfactorily perform the functions of the job include: apply pertinent policies, regulations and/or laws; preparing and maintaining accurate records; applicable software applications; planning and managing projects; and operating department specific equipment.

KNOWLEDGE is required to perform advanced math functions; read technical information, write documents following prescribed formats, present information to others; and solve practical problems. Specific knowledge-based competencies required to satisfactorily perform the functions of the job include: concepts of grammar and punctuation; and safety practices and procedures.

ABILITY is required to schedule activities and work with a wide diversity of individuals; gather and/or collate data, use basic math and job-related equipment. Flexibility is required to work with others in a variety of circumstances; work with data utilizing a variety of different processes; and operate equipment using standardized methods. Problem solving is required to identify issues and create action plans. Specific ability-based competencies required to satisfactorily perform the functions of the job include: adapting to changing work priorities; communicating with diverse groups; meeting deadlines and schedules; setting priorities; working as part of a team; maintaining confidentiality; and working with frequent interruptions.

**Responsibility**

Responsibilities include: working under limited supervision using standardized procedures; leading, guiding, and/or coordinating others; and operating within a defined budget.

**Working Environment**

The usual and customary methods of performing the job's functions require the following physical demands: occasional lifting, carrying, pushing, and/or pulling; some climbing and balancing; frequent stooping, kneeling, crouching, and/or crawling; and significant fine finger dexterity. Generally the job requires 60% sitting, 20% walking, and 20% standing.

**EXPERIENCE:** Experience in a related field is preferred.

**EDUCATION:** Minimum of a Bachelor's Degree preferred.

**EQUIVALENCY:** None Specified



**REQUIRED TESTING:**

**CERTIFICATES & LICENSES:**

**FLSA STATUS:**

Valid TN driver's license  
Evidence of Insurability

Exempt

**CONTINUING EDUCATION / TRAINING:**

**CLEARANCES:**

**SALARY GRADE:**

Criminal Justice Fingerprint/Background Clearance

Classified