**District:**

Farmersville ISD

**Position:**

Communications Coordinator

**Job Description:**

Promote positive public relations inside and outside the school community.

**Education/Certification:**  
Bachelor’s degree in Communications, Journalism, Education, or related field

**Special Knowledge/Skills:**

- Excellent public relations, organizational, communications, and interpersonal skills.

- Ability to do Graphic Design, Video creations, and Web Design

- Ability to speak effectively before groups of employees, parent, or the public.

- Strong professional written and verbal communication skills.

- Strategic content creation and excellent skills.

- Thorough knowledge of media relations and public relations functions.

- Ability to use software to develop spreadsheets, perform data analysis, and do word processing.

- Ability to use a wide variety of social media platforms.

**Public and Community Relations**

1. Keep informed of developing communication trends and techniques.

2. Seek opportunities to highlight district programs and initiative in various media outlets.

3. Design, prepare and publish print and electronic articles, photos, and advertisements that promote district programs, district initiatives, district administration, and or campuses.

4. Work with the Superintendent to prepare press releases and coordinate media coverage as needed.

5. Design, prepare, and edit district publications as requested by district or campus administrators. This may include newsletters, recruitment brochures, programs for special events, and other publications.

6. Serve as district representatives on district or community committees as required.

7. Make civic presentations as requested by the superintendent or designee.

8. Actively monitor media and social media content referencing FISD and its campuses. Moderate all user-generated content, comments, or messages in accordance with district procedure. Maintain district press clipping file.

9. Attend appropriate training for public relations professionals.

10. Communicate with campus principals to assess communications needs and address as applicable.

11. Assist with maintenance of district web site as assigned.

**Other:**

12. Comply with policies established by federal and state law, State Board of Education Rule and local Policy.

13. Perform other duties assigned.

**Supervisory Responsibilities:**

None

**Equipment Used:**

Standard office equipment including copier, personal computer and peripherals, camera(s), video camera, video editing

**Working Conditions:**

Posture: Prolonged sitting; occasional bending/stooping, pushing/pulling and twisting.

Motion: Repetitive hand motions including frequent keyboarding and use of mouse, occasional reaching.

Lifting: Occasional light lifting and carrying (less than 15 pounds)

Environment: May work prolonged or irregular hours.

Mental Demands: Maintain emotional control under stress.

**Apply to:**

Please send resume to bdrayer@farmersvilleisd.org [www.teacherjobnet.org](http://www.teacherjobnet.org)

**Salary:**

Negotiable