

**Job Title:** Communications Coordinator  
**Reports to:** Executive Director of Human Resources  
**Dept./School:** Central Administration

**Wage/Hour Status:** Exempt  
**Pay Grade:** 236  
**Date Revised:** 05/28/2020

**Primary Purpose:**

Promote positive public relations between the school district and community. Direct and manage the district information functions to ensure legally sound and effective communication practices. Develop and implement employee, parent, student, and community communications programs for distribution to the public to fulfill the mission of the Communications Department:

*The goal of Lake Dallas ISD Communications is to proactively tell the district story by serving as the primary source of information. We strive to recognize the extraordinary employees and students that are constantly displaying wonderful acts of community service, and achieving and/or exceeding academic success and to promote events, issues and objectives of Lake Dallas ISD and disseminate information to all forms of media.*

**Qualifications:**

**Education/Certification:**

Bachelor's degree in journalism or comparable communications field, or equivalent combination of training and experience to demonstrate ability to successfully do the job.

**Special Knowledge/Skills:**

- Effective interpersonal skills, including strong customer service skills
- Demonstrated skills in research, writing, editing, and proof-reading
- Demonstrated skills in photography/videography
- Knowledge of legal requirements and applications including FERPA, the Texas Public Information Act, HIPAA, Board policy, ADA compliance, copyright laws, etc.
- Proficiency with computers and software, including industry standard office programs, graphic design and web publishing
- Professional experience with various social media platforms
- Ability to learn specialized software systems such as Blackboard mass messaging, Blackboard CMS, Peachjar, and RankOne portal (training provided)
- Ability to analyze and solve problems in alignment with department and district goals
- Ability to work under deadline pressure and manage multiple assignments simultaneously, often changing assignments on short notice with little to no direction
- Ability to keep information confidential
- Ability to respond calmly and effectively in response to crisis
- Self-starter and self-motivator with the ability to think independently to solve problems
- Ability and willingness to work as a member of a close team and maintain a positive office environment

**Experience:**

- Experience working in communications/public relations role, with an emphasis on public information compliance and social media. K-12 public education experience preferred; alternative experience may be considered.

## **Major Responsibilities and Duties:**

### **Communications Department Main Role**

1. Serve as primary staff writer to produce content for web, district newsletters, social media, and other district publications or projects
2. Support the district's social media pages with engaging and relevant postings; create content/graphics for social media engagement; monitor campus social media pages and provide support with technical issues, maintenance of privacy/terms of use, and appropriate responses as needed
3. Monitor departmental [ldpr@ldisd.net](mailto:ldpr@ldisd.net) email account and facilitate appropriate responses
4. Assist with special-project writings, publications and presentations as assigned including brochures, community reports, leadership presentations, graphic design and marketing materials
5. Assist with special events (internal and external)
6. Respond quickly and appropriately in crisis situations; create and communicate messaging for letters, press releases, media statements, voice/email/text call-outs, talking points, and handling media calls when necessary

### **Internal Staff Relations**

1. Provide guidance, training, and support for user questions in Blackboard system or other notification systems
2. Compile and disseminate weekly Staff and Board Update and monthly Board Reports; research and collect information for the Superintendent and the Board of Trustees
3. Create and maintain positive relationships with district, campus, and department leaders; teachers and support personnel; and administrative employees
4. Actively participate/assist in the implementation of the district's strategic plan; provide support for administrators, campus leaders, and teachers in communicating strategic initiatives with their specific audiences

### **External/Community Relations**

1. Answer and respond to incoming calls, e-mails/letters from parents and community members regarding general information and questions about the district
2. Manage daily functions of the Peachjar flyer approval and distribution software; provide user support with logins and postings
3. Manage social media presence to ensure content is timely and relevant, design/appearance exemplifies the brand of LDISD and support marketing goals, and two-way engagement furthers brand loyalty
4. Actively participate in Chamber of Commerce events (many occur during the evening/weekend/morning)
5. Seek out/cover relevant and timely stories to engage audiences and promote the district in all mediums of dissemination
6. Assist in the creation of accurate and detailed information during special initiatives such as bond campaigns and board elections

### **Professional Growth and Development**

1. Attend appropriate conferences and workshops to stay informed on industry trends and professional practices, and disseminate information and ideas gathered with appropriate staff members
2. Seek out related professional development activities and training programs to further skills, abilities, and effectiveness as a school public relations professional

3. Seek, accept, and respond appropriately to feedback from others to improve performance of assigned duties
4. Attend staff, Board, and other professional meetings as required
5. Perform duties in a professional and ethical manner

**Supervisory Responsibilities:**

None

**Working Conditions:**

This position directly reports to the Executive Director of Human Resources. The Communications Coordinator works in an office setting within the Administration Complex, with regular travel to schools and facilities within the district as well as to community partners throughout the local area.

**Mental Demands/Physical Demands/Environmental Factors:**

- Demonstrate patience, flexibility, and professionalism when interacting with students, staff, parents, visitors, and members of the community
- Work with frequent interruptions
- Maintain emotional control under stress
- Occasional prolonged and irregular hours, including evenings and weekends
- Standing, squatting, kneeling, and other positions as necessary for covering district news; periods of sitting as needed to complete writing, public information, and communications projects
- Carry and lift up to 50 pounds
- Be available to work on evenings or weekends, if necessary, for crisis or time-sensitive situations

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The foregoing statements describe the general purpose and responsibilities assigned to this job and are not an exhaustive list of all responsibilities and duties that may be assigned or skills that may be required.

Employee: \_\_\_\_\_ Date: \_\_\_\_\_

Supervisor: \_\_\_\_\_ Date: \_\_\_\_\_