

CAPISTRANO UNIFIED SCHOOL DISTRICT
San Juan Capistrano, California

**COORDINATOR, COMMUNICATIONS, PUBLIC ENGAGEMENT
AND MARKETING**

DEFINITION

Under general direction of the Chief Communications and Public Engagement Officer, the Coordinator, Communications, Public Engagement and Marketing supports the educational needs of the District by developing, implementing and facilitating integrated communication and outreach as part of a strategic educational marketing program designed to create and maintain a favorable public image and “brand” for the District; advises upon and manages effective social media, community and public relations, and works with contractors and community partners to increase trust and transparency to support the mission and vision.

EXAMPLES OF DUTIES

The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to this classification.

1. Support the development and implementation of a strategic and integrated communication plan, community engagement, and strategic marketing plan and adjustment of the plan as necessary.
2. Support development and coordination of all internal and external communications/media including video, social media, newsletter, and CUSD Insider reporting and deadlines.
3. Maintain an editorial calendar and meets deadlines to support the communication and marketing plan.
4. Monitor and respond to email, create speaking points, FAQ’s and emergency communication.
5. Oversee story creation, photography, and reporting deadlines for CUSD Insider and updates the news site weekly.
6. Oversees CUSD social media channels, promotions, and integration with CUSD Insider, website, and communication to District stakeholders.
7. Designs layout and content for brochures, publications, newsletters, and promotional materials to communicate information and ensure adherence to District policies, regulations, and guidelines concerning public information.
8. Organizes and promotes special projects, events, and campaigns for the school district.
9. Consults with school-based and district office administrators, supervisors, site administrators, faculty, and other staff to obtain information on current events, activities, programs, and other topics of general interest to the public.
10. Develop and compose various publications, including news releases, feature articles, news stories, posting, reports and other communications which highlight the goals, objectives, policies, programs, activities and accomplishments of the District, its students and staff for distribution to various stakeholders.
11. Research and compile information and data and prepare news releases, feature articles, reports and scripts.

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12. Establish and maintain effective working relationships with newspaper, radio and television personnel, and personnel from other agencies and organizations, for the purpose of creating positive public relations for the District, and assisting the Chief Communications Officer in his/her role as District spokesperson.
13. Maintain files on publications and news releases, develop and maintain databases for community contacts using a variety of software applications.
14. Create, monitor, and maintain social media activity.
15. Develop and compose internal newsletters, bulletins, web site postings, and related materials for District personnel.
16. Assist in the development of oral and written communication for both internal and external audiences; coordinate research, preparation and distribution of Superintendent's correspondences; assist in the preparation of reports, speeches and audiovisual presentations for use by District personnel.
17. Draft correspondence and write/screen information for the news media.
18. Plan and coordinate District and community related events involving the members of the Board of Trustees and/or Superintendent.
19. Responsible for and participates in the creation and designing of graphic materials, flyers, notices, newsletters and other publications.
20. Cover District events and assist in taking photos and video and posting on District website and social media.
21. Compose and type correspondence from general instruction and/or guidelines.
22. Work with outside agencies on a variety of projects, develop and maintain professional relationships with business representatives, community members and the media.
23. Perform a wide variety of complex, technical and clerical duties to assist the Chief Communications and Public Engagement Officer.
24. Participates in local school, community, and county government events to promote positive community relations.
25. Monitors social media content (such as conversation threads, video posts, blog comments, tweets) about CUSD, responds to inquiries, and monitors CUSD online media outside of normal business hours (particularly during emergency situations).
26. Tracks, reports, evaluates, and as appropriate, responds to feedback received through online media and briefs the Chief Communications and Public Information Officer about social media comments, community postings, and feedback.

QUALIFICATIONS

Knowledge of: Principles, theories, and practices of mass communication, marketing, and public relations; fundamentals in crisis management and communications; social media platforms and marketing trends and strategies; legal mandates, policies, regulations, and guidelines related to the distribution of news and public information, including copyright laws, applicable sections of the California Education Code, Board of Education administrative regulations and policies; software applications, including web design, presentation, web video production, and print production applications and tools; Microsoft office

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QUALIFICATIONS (Cont.)

Ability to: Apply technical subject matter expertise in marketing and public relations to carry out essential job functions; write clearly, concisely, and persuasively for news media and wide reaching communications; understand complex political issues involved in managing media relations within a high profile organization; establish and maintain effective working relationships with news media, staff, local organizations, and other segments of the general public; analyze situations accurately and adopt an effective course of action in sensitive and crisis-like situations; function effectively under high stress and short deadlines in everyday assignments and emergencies; manage a demanding workload with conflicting priorities; learn and apply rules and regulations of the school district; comprehend and follow directions given verbally and in writing; communicate effectively when speaking to and presenting before large and diverse audiences; work independently under general direction.

Education: Bachelor's degree from an accredited institution in Mass Communication, Marketing, Journalism, Public Relations, or a related field. Advanced degree in related area may be substituted for one year of work experience. Accreditation in Public Relations (APR) credential preferred, Certificate in Marketing from an established institution preferred, and Bilingual proficiency in Spanish preferred.

Experience: A minimum of three (3) years of experience in public relations, news reporting, and public affairs in a large public or private sector organization. Experience with public education agencies is desirable.