

Jurisdiction: Ithaca City School District

Jurisdictional Class: Competitive

Adopted: 04/06/22

COMMUNICATIONS COORDINATOR

DISTINGUISHING FEATURES OF THE CLASS: The Communications Coordinator is a professional position responsible for the implementation and maintenance of the Ithaca City School District's strategic marketing and communications plan. The work involves responsibility for preparing, producing, and disseminating messaging and information, through a variety of mediums, about the Ithaca City School District community, its activities, services, programs, and news to the media and public. The work is performed under the general supervision of the Public Information Specialist with moderate leeway allowed for the exercise of independent judgment in performance of the work. Does related work as required.

TYPICAL WORK ACTIVITIES:

Maintains and updates content on the ICSD website, including writing, editing, information architecture, production management and multimedia recommendations in conjunction with content managers throughout the district;

Creates and manages multimedia information and produces various electronic publications;

Coordinates and facilitates training and job-embedded professional development associated with the maintenance of the district website;

Assists with the development of new/social media and online engagement for public outreach;

Communicates effectively with board members, administrators, teachers, students, parents, community members, and business partners;

Assists the Public Information Specialist with special studies, projects, investigations and correspondence;

Manages special projects for the Public Information Specialist, particularly those related to the internal/external communications, the district website, and graphic design;

Prepares school district news releases, public service announcements, etc., and serves as liaison with local media representatives;

Coordinates and implements the District's Marketing and Communications Plan.

FULL PERFORMANCE KNOWLEDGES, SKILLS, ABILITIES, PERSONAL CHARACTERISTICS:

Good knowledge of the principles and practices of preparing, producing and disseminating information to the media and the public; good knowledge of the methods and technologies used to produce, publish and distribute printed, electronic and audiovisual informational material; good knowledge of, and strong commitment to, the mission, vision, goals, values and philosophies of the Ithaca City School District and its leadership; strong communication skills; strong creative writing skills; strong computer skills, including word processing, presentation, publishing, photo management, website and social media software and platforms; ability to write clearly and concisely; ability to edit and proofread written or electronic material; ability to present highly complex and technical information in a clear and meaningful way to a wide variety of audiences; ability to read, understand and interpret complex written and statistical information; ability to establish and maintain effective working relationships with others; ability to interact effectively with students and their families who represent cultures that are diverse in terms of race, class, ethnicity, sexual orientation, and other characteristics in order to build an effective and collaborative school community; professionalism; accuracy and attention to detail; tact; courtesy; physical condition commensurate with the demands of the position.

MINIMUM QUALIFICATIONS:

Graduation from a NYS registered or regionally accredited college with an Associate's Degree in Communications, Marketing, Journalism, Public Relations, Media Arts, Public or Business Administration, Writing or a closely related field with similar course curriculum, and two (2) years of full-time paid experience, or its part-time or volunteer equivalent, in marketing, communications, public relations, public information, journalism, graphic design, or website management.