Lancaster ISD Job Descriptions
Human Resources Department

Communications Coordinator

Job Title: Communications Coordinator
Exemption Status: Exempt

Reports to: Chief of Communications
Pay Grade: Administrative Professional 1

Dept./School: Communications

Primary Purpose:
Responsible for district Internet and intranet technical functions. Design, enhance, and maintain the district’s Internet and intranet sites. Ensure the technical effectiveness, and functionality for the district website. Prepare photos and videos for district publications. Design, develop, and manage graphic and design elements for districtwide online and print media, posters, signage, and other marketing materials.

Qualifications:

Education/Certification:
Associate’s degree required
Bachelor’s degree preferred

Special Knowledge/Skills:
- Extensive knowledge of Internet infrastructure and practices, graphic design, and computer file management
- Ability to detect, analyze, and solve technical problems
- Strong organizational, communication, and interpersonal skills
- Ability to visualize and transfer abstract ideas into concrete images and graphics
- Proficiency with graphic design, word processing, and presentation software
- Knowledge of commercial printing processes and material production
- Demonstrated skill in writing, proofreading, editing and desktop publishing
- Strong customer service skills
- Strong organizational, communication, and interpersonal skills
- Ability to meet established deadlines while managing multiple projects

Experience
3 years of experience in related field

Major Responsibilities and Duties:

Web Administration
1. Design and maintain district website and intranet using tools such as template based website design.
2. Consult with management to evaluate and implement tools and methods to deploy district information on the Internet and intranet.
3. Create and analyze reports on web activity, number of hits, traffic patterns, and similar performance metrics.

4. Recommend network, server, and related equipment, and software upgrades and improvements.

5. Maintain and administer all legal domains owned by the district.

6. Assist in the development, documentation, and communication of acceptable use of electronic communications policy, regulations, and standards.

7. May train staff in the use of the Internet, intranet, or related technology.

**Videographer / Photography**

8. Executes shoots on site/on location including audio, camera operation and talent directions.

9. Handles assignments requiring special lighting, multiple locations, creativity, special audio needs, custom graphics and animation.

10. Conducts interviews with students, staff, faculty, alumni, college partners and others and ensures that valuable sound bites are captured.

11. Plans and performs video post-production tasks, including reviewing footage, making editorial decisions, logging, rough cuts, audio adjustment, color correction, adding photographs, motion pictures, motion graphics, animation, audio and music, and final editing using Final Cut Pro, Avid or Adobe Premiere software.

12. Utilizes computer graphics and special effects for video post-production in accordance with the overall production concepts; compresses/encodes video projects for output; makes video products available in a variety of formats; observes brand standards, ensures consistency and relevancy to production; monitors technical quality of end product; and coordinates internal and external duplication services as required.

13. Use various photographic techniques and equipment.

**Security**

14. Ensure data integrity and security through appropriate protection from intruders, viruses and other potentially harmful web-related technologies.

**Other**

15. Compile, maintain, and file all reports, records, and other documents as required.

16. Comply with policies established by federal and state law, State Board of Education rule, and local board policy.

17. Follow district safety protocols and emergency procedures.
18. Assist with the coordination, promotion, and documentation of special events, conferences and programs helping to publicize and promote any performances, exhibitions or displays.

19. Assist with development and maintenance of assigned district’s digital platforms (i.e. Web sites, digital marquees, etc.) identifying, recommending and performing improvements and updates.

20. Proven graphic designing experience

21. A strong portfolio of illustrations or other graphics

22. Perform other duties as assigned.

Supervisory Responsibilities:

None.

Mental Demands/Physical Demands/Environmental Factors:

Tools/Equipment Used: Computer and peripherals; standard office equipment

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

Motion: Frequent repetitive hand motions; frequent keyboarding and use of mouse; occasional reaching

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

Environment: Work is performed in an office setting; may require irregular and/or prolonged hours

Mental Demands: Maintain emotional control under stress; work with frequent interruptions

This document describes the general purpose and responsibilities assigned to this job and is not an exhaustive list of all responsibilities and duties that may be assigned or skills that may be required.

Reviewed by ___________________________ Date ___________________________

Received by ___________________________ Date ___________________________