

Job Title: Coordinator-Multi-Media
Marketing/Communications

Status: Exempt

Reports to: Chief of Communications, Marketing,
& Community Engagement

Terms: 226 Days

Dept./School: Communications

Pay Grade: Admin/Professional 1

Primary Purpose:

Under direct supervision of the Chief of Communications, assist with all aspects of the Communications Office, with an emphasis on strategic communication, writing, editing, digitalmedia, marketing, graphic design, videography, public information requests, website, and social media management.

Qualifications:

Education/Certification:

Bachelor's degree required
Bachelor's degree in Communications, Public Relation Journalism, or related field
(strongly preferred)

Special Knowledge/Skills:

Strong public relations, interpersonal, communication, and organizational skills

Knowledge of media relations and public relations functions

Demonstrated skills in writing, editing, and strategic marketing

Demonstrated skills in photography and videography

Proficiency with computers and software including desktop publishing and video/photo editing and publishing

Knowledge of HTML and website publishing platforms and applications

Experience with Blackboard, preferred

Knowledge of various social media platforms and basic graphic design skills Ability to work as a member of a team and maintain a positive office environment

Ability to analyze and solve problems

Organized, detail-oriented, self-starter with the ability to multi-task, often changing assignments on short notice with little or no direction

Experience:

Three years of experience in communications-related field required.

School district experience preferred.

Proficient knowledge of Technology applications

Major Responsibilities and Duties:

Public and Community Relations

1. Support all functions of the Communications Office.
2. Assist Chief of Communications with media relations.
3. Design, prepare and edit newsletters, brochures, programs, or other collateral materials.
4. Write news releases, stories, and website posts to announce programs or promote events and achievements.
5. Create graphics to accompany promotional materials and posts.
6. Support promotion of Lancaster ISD brand.

Communications App Liaison for District

7. Serve as liaison for campus contacts on district app and website-related issues and assist campuses with content as needed. Provide staff training on district apps and website updates.
8. Plan periodic evaluation of district apps and website and its features, including use of analytics to monitor usage.
9. Troubleshoot technical issues that arise and work with Technology staff and vendors to resolve them.
10. Assist in the development and communication of standards, regulations or policies regarding use of electronic communications.
11. Research and implement template updates, in conjunction with Technology staff.

Video and Photo

12. Shoot video of and/or photograph district and campus events.
13. Identify and develop ideas for videos to be used on district website and social media.
14. Produce videos, presentations, and podcasts.
15. Maintain district presence on YouTube and other social media video platforms.

Social Media

16. Coordinate social media presence for district using various tools.
17. Create and manage strategic content for social media.
18. Support district communications and announcements with scheduled posts.
19. Monitor feedback and community sites to identify trending district-related topics.
20. Monitor trends and current issues regarding social media usage by public entities.
21. Oversee archiving of social media posts.

Long-Term Duties

22. Develop and evaluate communication campaigns.
23. Develop graphic design and daily visual communication needs.
24. Manage department editorial calendar and maintaining a schedule of key dates and deadlines for publications and special events.
25. Manage district and campus logo updates and work with the Chief of Communications to maintain and monitor legal expectations regarding service mark compliance for the district logo and campus logos.
26. Provide guidance, training, and support for user questions in Class Dojo, Group Me, Remind system or other notification systems LISD implements.
27. Provide Social Media training and updates.
28. Manage daily functions of the Peachjar flyer approval and distribution software and provide usersupport with logins and postings.

Other

29. Performs other duties as assigned.

Supervisory Responsibilities:

None.

Mental Demands/Physical Demands/Environmental Factors:

Physical Requirements: The ability to safely physically restrain students according to the adopted Crisis intervention model, such as Handle with Care and/or CPI. Teach and demonstrate physical Crisis intervention techniques.

Tools/Equipment Used: Standard office equipment including personal computer and peripherals

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

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

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

Environment: Frequent districtwide travel; occasional statewide travel

Mental Demands: Work with frequent interruptions; maintain emotional control under stress

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 Signature _____

Date _____

Supervisor Signature _____

Date _____