

Location	Metropolitan Education District 760 Hillsdale Avenue, San Jose CA 95136
Reports to	Superintendent
Date Approved	Pending
Date(s) Revised	5/27/16
Position Control	Pending, Salary Schedule 5 Range 18, Work Year 12 Months

POSITION DESCRIPTION:

Under the direction of the Superintendent, the Communications Coordinator plans, organizes, coordinates, and oversees the comprehensive communications program for both internal and external audiences, which includes elements of community relations, media relations, publications, school/business partnerships and community education. Provides professional and technical support, assistance and guidance to District administrators, and staff in communications matters; coordinates marketing, social networking, special events, services, programs and other District or assigned community related activities. This position will serve as the primary contact for inquiries by members of the public, media, staff, community and local agencies. Oversees the annual report and translates data to marketing materials to tell the story of MetroED. The Communications Coordinator will work within the framework of the Educational Code, District philosophy, and District policy as adopted by the Board of Education and do related work as required.

AREAS OF RESPONSIBILITIES/DUTIES:

Essential Functions:

- Represents District as the media spokesperson and maintains effective working relationships with media on all matters concerning the District
- Develops and coordinates policies and procedures regarding all District public relations matters, which include District media relations, community relations, intra-district communications, promotional functions, special events, marketing, social media and selected publications
- Assists the District in its obligation to provide internal and external audiences with accurate and timely information, which includes press releases (written and oral), publications, records requests and other related communications or requests
- Assists District Office and school site administrators in the development of effective communications mechanisms
- Develops graphic materials to assist in all types of presentations for departments and/or sites
- Manage all public and internal information activities related to SVCTE and SVAE, and MetroED
- Must be flexible and able to change projects or priorities on a frequent basis
- Identify sensitive situations requiring attention of the Superintendent
- Administer all webpage updates and newsletters
- Edit fliers, brochures, newsletters, publications
- Interviews with past and current students, about their successes. "In the Spotlight" stories and photos
- Interviews with employers who have hired MetroED (SVCTE/AE) students and the successes in career development. Employer "In the spotlight" stories and photos
- Develop a quick "where are they now" column with testimonials and pictures of graduates for web and print collateral, including Annual Report.
- Build a strong MetroED (SVCTE/SVAE) presence across social media platforms

AREAS OF RESPONSIBILITIES/DUTIES (continued):

- Help coordinate social media and video teams to generate fresh content on a regular basis
- Push content, such as personal success stories from students and employers, to local media, businesses through social media channels
- Tweet, stream live events
- Guest speakers and other unique opportunities that bring exposure to the district's programs
- Develop unique outreach programs/events. One example would be a CEO dinner that targets C-suite individuals in core industries funded by Career Pathways
- Meet with C-level employers to gauge interest serving on MetroED Advisory Board

EMPLOYMENT STANDARDS

Knowledge of:

- Public information and communications principles and practices
- School district laws, policies, and procedures
- Computer software, hardware, and other technology pertinent to areas of specialization

Ability to:

- Exhibit discretion and tact with information and communication received and given
- Oversee the development and implementation of communications and public information strategies
- Oversee goals, objectives, programs, projects, services, and activities
- Prepare and present written and oral reports to diverse audiences that effectively represent the school district to the community
- Work under time sensitive deadlines, pressures, and with frequent interruptions

MINIMUM QUALIFICATIONS:

Specific knowledge required to satisfactorily perform the functions of the job include:

Experience:

- Experience in Education or with public agencies preferred
- Experience using multiple communication modalities, including social media, print media and oral communication

Education and Credentials:

- Bachelor's degree required
- Master's degree desired in educational administration, public information communication, marketing, or related field
- Five years of increasing responsibility in public information, public school administration, or related experience desired

License:

Must possess a valid California driver's license and a reliable means of transportation

**Metropolitan Education District
Communications Coordinator**



MINIMUM QUALIFICATIONS (continued):

Expectations:

The District places a high value on employees that are enthusiastic, cooperative, resourceful and knowledgeable, possess and display a strong work ethic and a customer-service and positive attitude. Employees are expected to understand and support the District's mission, strategic objectives, policies and goals.

PHYSICAL REQUIREMENTS:

Incorporated within one or more of the essential functions of this job are the following essential physical requirements

- Incumbents regularly stand and sit for long periods of time
- Walk short distances on a regular basis
- Use hands and fingers to operate a computer keyboard or other office and technical equipment
- Reach with hands and arms, bend, twist, stoop, kneel, or crouch; speak clearly and distinctly over telephones and to provide information
- See to observe students and to read fine print and operate computer; hear and understand voice over telephone and in person
- Lift materials weighing up to 25 pounds and move and transport materials weighing up to 30 pounds

Date: _____

Signed: _____
Employee Signature