

# LaGrange School District 102/Pleasantdale School District 107

## Job Description

### Identification Section – Revised 8/5/2015

Position Title: Communication Coordinator  
Department: Central Office  
Reports To: Superintendent of Schools

Location: Administration Office  
FLSA Exempt: No  
EEOC Job Code: 27-3099

### General Summary

The Communications Coordinator envisions, implements, and manages communication strategies to create a world-class level of communication across the district and its many stakeholder groups. He or she seeks out and reports on district events; and also acts as liaison across the district, its stakeholders (students, staff, administration, school board, and community), local school districts, and the media, ensuring completeness, accuracy and consistency in communications.

### Essential Job Functions

- Develops communication strategies, including long and short range plans, ensuring organizational objectives are achieved in the most efficient and timely manner.
- Implements communications programs/services according to short and long term plans through a combination of direct personal effort, collaboration, and delegation.
- Manages all communications programs/services to ensure stated outcomes are achieved and are in line with legal, policy, and budgetary constraints.
- Develops metrics and methods to evaluate programs/services; annually reviews programs/services.
- Actively seeks out district information likely to generate publicity or general awareness, and creates written and/or multimedia content to most effectively convey these messages to the target audience.
- Acts as liaison to all district stakeholder groups to ensure that each group's communication expectations are defined and met, and unify the communication efforts of all concerned.
- Acts as media liaison to raise general awareness about the district, and ensure that the media is kept up to date with timely and accurate information concerning the District.
- Acts as liaison to other Lyons Township feeder districts and Lyons Township High School to find opportunities to leverage resources and further shared communication goals.
- Performs other related duties as assigned by the Superintendent of Schools.

### Knowledge, Skills, and Abilities

Knowledge of . . .

- analog and digital communication technologies, and techniques.
- school and/or district operations.
- project management.
- legal and ethical requirements as they apply to school and/or district communications.
- website design and best practices.
- mobile apps for schools and/or districts.
- web content management systems.
- social media technologies including blogs, wikis, Twitter, and Facebook.
- video production methods.

Skill . . .

- operating digital video capture and editing hardware and software.
- operating still photography equipment.
- in oral and written communication.
- in identifying and resolving problems.

- in journalistic interviewing and reporting.
- measuring communication effectiveness.
- produce press releases to promote district events and support the Board of Education

Ability to . . .

- produce professional written and multimedia content within deadlines.
- establish and maintain excellent working relationships with others.
- speak and write professionally and persuasively.
- maintain and manage an organization’s social media presence.
- maintain up to date website content.
- publish newsletters on a regular schedule.
- meet strict deadlines.
- follow oral and written directions.
- work independently.
- collaborate with others as part of a team.
- complete projects on time and on budget.

**Education and Experience**

Bachelors degree in communications or related area, and 3-5 years related experience required.

Physical Requirements	Percentage of Work Time Spent on Activity			
	0-24%	25-49%	50-74%	75-100%
<i>Seeing:</i> Must be able to see well enough to read technical documents, emails, and various other documents.				X
<i>Hearing:</i> Must be able to hear well enough to communicate with staff, and other stakeholders.				X
<i>Standing/Walking:</i> Must be able to move about the facility. This job also requires moving between facilities, and also among floors.			X	
<i>Climbing/Stooping/Kneeling:</i> Must be able to stoop or kneel to pick papers from the floor or filing cabinets.	X			
<i>Lifting/Pulling/Pushing:</i> Must be able to lift up to 25 lbs.	X			
<i>Fingering/Grasping/Feeling:</i> Must be able to type and use technical resources.				X
This job is performed under minimal indoor temperature variations and under conditions with minimal exposure to risk of injury and/or illness. This job does require travel to different locations. Temperature variations may be significant when entering and exiting buildings.				

**Additional Information:** Valid Driver’s License, evidence of insurability, and background check required.

**Note:** The statements herein are intended to describe the general nature and level of work being performed, but are not to be seen as a complete list of responsibilities, duties, and skills required of personnel so classified. Also, they do not establish a contract for employment and are subject to change at the discretion of the employer.