Digital Communications Coordinator

Purpose Statement
The job of Digital Communications Coordinator is done for the purpose/s of providing leadership and support to enhance and grow the Liberty Public Schools digital communication efforts by writing, editing, producing, and distributing communications for internal and external audiences. Digital platforms for content include: social media, mobile app, website, cable access channel, etc.

This job reports to Director of Communications and Marketing

Essential Functions

- Assists in developing and maintaining day-to-day social media content (e.g. Facebook, Twitter, Instagram, YouTube channel, etc.) for the purpose of ensuring current content is published.

- Assists in the monitoring and management of the district’s stakeholder engagement tool, Let’s Talk, for the purpose of addressing inquiries in a timely manner.

- Assists in guiding branding efforts at the District, school, and departmental levels (e.g. logo design, style guide, brand messaging, etc.) for the purpose of making a memorable impression and differentiating our school District.

- Assists in the implementation and measurement of the LPS strategic plan goals and communication plan for the purpose of staying on schedule and providing current and accurate data.

- Creates internal monthly communication (e.g. LPS Insider e-newsletters, Team Liberty updates, etc.) for the purpose of providing internal messaging.

- Monitors the District’s mobile application and provides support to Parent Notification System (Blackboard) for the purpose of ensuring these outlets are performing effectively.

- Promotes the development of collaborative initiatives between our schools and local business/industry for the purpose of showcasing the District’s achievements.

- Provides graphic design support to schools and departments for the purpose of ensuring brand consistency.

- Provides social media support to buildings and departments for the purpose of following the District social media communication plan.

- Provides event and program support for the purpose of ensuring successful internal and community events.

- Provides and produces regular visual and video content, in collaboration with video team, for the purpose of showcasing the district’s strengths/achievements, and its solutions to problems in a variety of digital formats.

- Schedules speakers, plans recognitions, and maintains digital content, as needed, for the purpose of supporting various groups, such as PTA leadership, Liberty Education Foundation, and other local civic groups.
**Other Functions**
- Performs other related duties as assigned for the purpose of ensuring the efficient and effective functioning of the work unit.

**Job Requirements: Minimum Qualifications**

**Skills, Knowledge and Abilities**

Skills are required to perform multiple, highly complex, technical tasks with a need to occasionally upgrade skills in order to meet changing job conditions. Specific skill based competencies required to satisfactorily perform the functions of the job include: interpersonal, oral, and written communication; operating standard office equipment including using a variety of software applications; planning and managing multiple projects simultaneously; strong organizational and self-motivating skills; preparing and maintaining accurate records; video editing; and district presentation visual skills.

Knowledge is required to perform basic math; review and interpret highly technical information, write technical materials, and/or speak persuasively to implement desired actions; and analyze situations to define issues and draw conclusions. Specific knowledge based competencies required to satisfactorily perform the functions of the job include: program planning and development; concepts of grammar and punctuation; online tools and mobile applications; social media platforms, best practices, functionality, and trends.

Ability is required to schedule a significant number of activities, meetings, and/or events; gather, collate, and/or classify data; and consider a wide variety of factors when using equipment. Flexibility is required to work with others in a wide variety of circumstances; work with data utilizing defined but different processes; and operate equipment using a variety of processes. Ability is also required to work with a significant diversity of individuals and/or groups; work with data of varied types and/or purposes; and utilize a variety of types of job-related equipment. Problem solving is required to analyze issues and create action plans. Problem solving with data requires analysis based on organizational objectives; and problem solving with equipment is moderate to significant. Specific ability based competencies required to satisfactorily perform the functions of the job include: adapting to changing work priorities; communicating effectively with diverse groups and individuals; provide public presentations to larger groups; meeting deadlines and schedules; setting priorities; working as part of a team; editing and producing stories using AP style; and working with detailed information/data.

**Responsibility**

Responsibilities include: working under limited supervision using standardized practices and/or methods; providing information and/or advising others; operating within a defined budget. Utilization of resources from other work units is often required to perform the job's functions. There is a continual opportunity to impact the organization's services.

**Work Environment**

The usual and customary methods of performing the job's functions require the following physical demands: occasional lifting, carrying, pushing, and/or pulling, some stooping, kneeling, crouching, and/or crawling and significant fine finger dexterity. Generally the job requires 40% sitting, 30% walking, 30% standing. The job is performed in a generally hazard free environment and in a clean atmosphere.

**Experience:** Job related experience within a specialized field is required.

**Education:** Bachelors degree in job-related area.

**Equivalency:**

**Required Testing**
None Specified

**Certificates and Licenses**
None Specified

**Continuing Edu. / Training**
None Specified

**Clearances**
Criminal Justice Fingerprint/Background Clearance

**FLSA Status**
Exempt

**Approval Date**
4/18/2022

**Salary Grade**
See Professional (12)
Revised Date

The purpose and utilization of job descriptions in Liberty Public School District #53 are to ensure the essential functions of each position are articulated in order to create a clear understanding of job expectations for the incumbent while also providing a framework through which the recruiting, hiring, and retaining of employees may be enhanced.