

Anoka-Hennepin Independent School District #11
Job Description

Title: Community Education Communication Coordinator
Department: Community Education
Reports to: Director of Community Education
Prepared Date: February 2013

SUMMARY OF RESPONSIBILITIES

Direct and develop the formal communications, public relations and marketing activities of the Community Education Department of the Anoka-Hennepin School District. Assist the community education department in creating and maintaining a favorable image for both internal and external audiences by performing the following duties

DUTIES AND RESPONSIBILITIES

- Develop and disseminate information to the news media and the community.
- Organize and facilitate the marketing and branding of the community education department and its programs through print, digital and video mediums.
- Determine annual marketing and communication objectives, prepare and monitor assigned resources and evaluate the success of marketing and communications strategies.
- Develop and provide training modules for department staff.
- Assist in the collection and processing of customer feedback to improve programs and marketing initiatives.
- Coordinate the community education departments web presence.
- Coordinate and assist in the e-marketing of the community education department.
- Provide logistics support for department administrators for special events and community presentations.
- Coordinate school district election planning and collaborate with county and city personnel.
- Performs other duties as assigned by Director of Community Education.

SUPERVISORY RESPONSIBILITIES

None

EDUCATION and/or EXPERIENCE

Requires Bachelor's degree in public relations, mass communications, marketing or related field, plus five years of related professional experience in public relations and/or media work.

CERTIFICATES, LICENSES, REGISTRATIONS

None

KNOWLEDGE, SKILLS & ABILITIES

Ability to read, analyze and interpret common scientific and technical journals, financial reports and legal documents.

Ability to respond effectively to common inquiries or complaints from administrators, department employees, residents, clients, and members of the School Board.

Ability to write speeches and articles for publication that conform to prescribed style and format.

Ability to effectively present information to administrators, department employees, residents, clients, and members of the Advisory Council and School Board.

Ability to resolve practical problems in situations where only limited standardization exists.

Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

Ability to maintain regular attendance, which includes completing an assigned day.

Excellent analytical, critical thinking and judgment skills.

Proficient in the use of current technologies required for the performance of duties, including graphic design, publication/print software, video production, e-marketing.

Excellent verbal, written and interpersonal communication skills.

Knowledge of communication planning, implementation, and evaluation.

Knowledge of the principles and practices of journalism and media relations.

Knowledge of photography and video production.

Skill in writing promotional and informational publications, reports, presentations, media releases, speeches and other communications products.

Ability to interact effectively with individuals and groups in a variety of settings, with persons of diverse backgrounds, experiences and agendas.

Experience in promoting and marketing community education and public education preferred.

Ability to maintain regular attendance, which includes completing an assigned day.