

LIVERMORE VALLEY JOINT UNIFIED SCHOOL DISTRICT

JOB DESCRIPTION

TITLE: Coordinator of Community Engagement

CLASSIFICATION: LMA

REPORTS TO: Superintendent

BASIC FUNCTION:

The Coordinator of the Community Engagement Department, under the direction of the Superintendent, cultivates and grows strong relationships between the District and its stakeholders and the larger community by leading communication outreach and by developing partnerships, in support of the District's mission. The Coordinator leads internal and external communications among District departments, sites, and the community at large. The Coordinator plans, organizes, and implements highly visible and proactive communication strategies, programs and initiatives to inform and engage the District's employees, parents/guardians, and community. The Coordinator coordinates the District's media relations, and serves as the District's primary spokesperson with news media, as needed or requested by the Superintendent. The Coordinator oversees and manages the public engagement functions of the District by developing relationships with city, county and state organizations to project a positive image of the District. The Coordinator initiates and sustains partnerships among schools and with the community to improve opportunities for students, staff, and families.

REPRESENTATIVE DUTIES AND RESPONSIBILITIES:

- Develop and implement the District's strategic plan for community relations, public awareness, internal communication, and parent and community engagement.
- Attend community functions as a District representative. Meet regularly with community representatives to communicate District objectives and needs in order to garner support for students and staff.
- Provide assistance to the Superintendent and other District leaders on communication protocol, including sensitive and/or confidential matters.
- Coordinate media communication in emergencies, critical incidents, and high-profile situations.
- Provide coaching, assistance, and training on public relations practice to District staff and departments.
- Help coordinate and maintain the accuracy and relevance of District website content and design. Advise principals and administrators on effective website content for school site and departmental web pages.
- Develop marketing strategies to maintain effective public information, engagement, and communication with the non-English speaking community and the news media serving them.

- Conduct research, compile data, write reports, and prepare presentations for the Superintendent and other District leaders.
- Monitor local, state, and national legislation, policies, and regulations as they relate to educational issues, and inform the Superintendent of any implications for the District.
- Partner with parents/guardians, volunteers, families, and community members to effectively use resources in support of the District's mission.
- Develop, nurture, and sustain partnerships with civic groups, businesses, and local government that support and enhance the District's mission.
- Plan and coordinate events and programs to provide recognition for the District, parents/guardians, volunteers, employees, and community partners.
- Coordinate and distribute information to District administrators, employees, the public and media regarding the District's programs, policies, events, activities, accomplishments, and related key messages.
- Develop and maintain brand image, positioning, and messaging for the District.
- Develop district-wide advertising and public relations campaigns and collateral materials to market LVJUSD.
- Support implementation of the District's Local Accountability Area Plan (LCAP), especially as it relates to parent/guardian and community engagement.
- Maintain ongoing communication with school sites and district departments to provide open channels of communication and improve efficiencies.
- Coordinate and develop surveys to enhance the District's communication and partnership objectives.
- Manage the development and production of district news and marketing communications, including print and electronic publications, collateral materials, presentations, website content, social networking sites such as Twitter and Facebook, new media productions, advertising, media relations, and television broadcasts for staff and the community.
- Guide and direct the content on District websites in order to ensure current and updated materials are available and online in a variety of formats.
- Keep abreast of innovative trends in curriculum and instructional delivery, students' success, educational research, school improvement and family and community involvement.
- Assist with or coordinate grant writing activities as needed or requested.
- Supervise and direct the work of the Community Engagement Department to ensure quality control, effectiveness, and accuracy in the preparation and dissemination of all print publications and electronic communication vehicles.

- Provide leadership and direction to department staff in a manner that encourages high morale and efficiency.
- Develop and administer the department budget.
- Prepare Board agenda items and recognitions relative to the needs of any assignment and attends Board meetings.
- Perform other related duties as assigned.

SKILLS, KNOWLEDGE AND ABILITIES:

Knowledge of:

- In-depth knowledge of the theory, principles, practices and methods associated with administration of a full-service Community Engagement Department.
- Principles and practices of administration, supervision, and training.
- Advanced verbal and written communication skills, including high-level English, grammar, spelling, composition, and vocabulary.
- Advanced journalism techniques, modern news media structure, and processes for effective media relations.
- Marketing, reputation management, and public awareness building practices.
- Working effectively with people from different cultures who value the interests of our diverse community.
- Web page development, use, and maintenance.
- Interpersonal skills using tact, patience, and courtesy to adapt to divergent situations.
- District organization, operations, policies and objectives.
- Budget preparation and control, and the ability to modify systems, procedures, and programs within area of responsibility.
- Applicable laws, codes, regulations, policies and procedures.

Ability to:

- Train and counsel administrators and others in communications strategies and techniques.

- Analyze complex problems, identify alternative solutions, project consequences of proposed actions, recommend and implement solutions.
- Work independently with a high degree of self-motivation.
- Establish and maintain cooperative and effective working relationships with others.
- Communicate effectively both orally and in writing, on both a formal and informal level with a wide range of contacts including District administrators, county officials, community partners, and other outside organizations.
- Effectively articulate complex and sensitive information verbally and in writing.
- Provide leadership and direction to department staff in a manner that encourages high morale and efficiency.
- Train, supervise, and evaluate the performance of assigned staff.
- Exercise frequent use of discretionary judgment in varied situations.
- Perform objective research, compiling data and other information.
- Work cooperatively and effectively with parents, administrators and the public.
- Work efficiently as a team member; establish and maintain cooperative, effective working relationships with others.
- Meet time lines, plan and organize projects and workload, complete tasks and assignments with many interruptions.
- Operate assigned office equipment and use a variety of internet, word processing, publication, and graphics software application programs.
- Write clear, concise reports, speeches, and articles in easily understood language.
- Develop and administer the department budget.
- Develop and articulate long-term strategic plans.
- Research, analyze and maintain current knowledge of new technologies to identify opportunities to enhance District communications.
- Coordinate, attend and conduct a variety of meetings; coordinate, chair and provide support and direction for various committees and community members.

MINIMUM QUALIFICATIONS:

EXPERIENCE: Minimum of five years increasingly responsible experience in school leadership with a community involvement component and at least two years' supervisory experience.

EDUCATION: Master's degree or higher or equivalent. Valid California administrative credential is desirable.

EQUIVALENCY: A combination of education, training, and/or job experience necessary to perform the essential functions of the job.

REQUIRED TESTING: Pre-employment Proficiency Test may be required.

CLEARANCES: Meet employment requirements as applicable with state, federal, local laws and Board Policy.

TERMS OF EMPLOYMENT:

- 12 month position – 220 work days
- Benefits: Medial, Dental and Vision Benefits are provided by the District in accordance with the agreement between the Livermore Management Association and Livermore Valley Joint Unified School District

SALARY RANGE: Leadership Team Salary Schedule

FLSA STATUS: Exempt

DRAFT