

**PUEBLO SCHOOL DISTRICT 60**  
**PROFESSIONAL JOB DESCRIPTION**

It is essential that all employees of Pueblo School District 60 understand our mission is to provide a high-quality education that assures each student the knowledge, skills, and dispositions to lead a life of purpose and impact. Employees support the community and thrive in connecting with our students by embracing the core values of the district, which state:

- We believe that the success of every student is our most important commitment.
- We believe that collaboration and engagement with our community, parents, staff, and students are essential to our success.
- We believe that we must act with integrity, celebrate diversity, and promote equity.
- We believe that each individual must be treated with dignity and respect.
- We believe that the social and emotional well being of our students is as important as their academic needs.
- We believe that it is our responsibility to provide a safe, positive, and supportive environment for our students and staff
- We believe that our community heritage, traditions, and history should inform our response to future student and district needs.

As we embrace these values and consider their impact, we will achieve our vision of being a high performing school district that inspires community confidence. Each employee plays a part, and that contribution should bring us closer to helping each student achieve their dreams.

**Job Title:** Communications and Social Media Coordinator  
**Prepared Date:** 09/10/2019  
**Revised Date:** 9/1/2021  
**Work Year:** 220 days  
**Department:** Communications  
**Reports To:** Director of Communications and Community Relations  
**Salary Range:** APT Salary Schedule  
**Benefits:** Fringe Benefits based on Schedule C Benefits  
**Status:** FLSA Status: Exempt

**SUMMARY OF FUNCTIONS:**

The Communications and Social Media Coordinator is responsible for assisting in the development, coordination, and implementation of internal and external communications activities for the school district. Employee gathers and analyzes information in order to develop, write, and edit various print and electronic publications such as newsletters, brochures, press releases, crisis letters, web content, social media content, school and district marketing materials, special one-time publications, and others as required.

**QUALIFICATIONS:**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. The physical demands, work environment factors, and mental functions described below are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**REQUIRED:**

- Bachelor degree in journalism, communications, marketing, or a related field AND/OR

- Minimum of five (5) years of experience in public relations, communications, marketing, journalism or a related field
- Valid CO driver's license
- Employee must complete a fingerprint-based criminal background check and must be cleared by the Office of Human Resources
- Must be able to communicate effectively in English, both orally and in writing, using proper grammar and vocabulary

**PREFERRED:**

- Master's degree in journalism, communications, marketing, or a related field
- Extensive experience/knowledge with social media platforms use and best practices
- Accreditation in public relations by national association
- Bilingual (Spanish)

**SKILLS AND KNOWLEDGE:**

- Advanced oral, written, interpersonal communication, proofreading (grammar, style, syntax, spelling, and punctuation), research and analytical skills
- Operating knowledge of and experience with digital video and still cameras
- Demonstrated success in research, development, implementation and evaluation of strategic communication plans
- Excellent knowledge of Facebook, LinkedIn, Instagram, and other social media best practices
- Ability to develop strong communication strategies that create a better understanding of and support for the district
- Effectively implement the tactics that support the district's communication strategies
- Commitment of time outside the regular workday schedule to meet necessary deadlines, complete current job assignments and maintain customer satisfaction
- Ability to maintain regular attendance
- Ability to exhibit and maintain a professional manner at all times
- Ability to maintain strict confidentiality in all aspects of assignments
- Ability to coordinate daily activities and schedule with little supervision
- Ability to remain calm under trying circumstances
- Ability to understand and follow oral and written instructions in English
- Ability to prioritize, plan, organize, and work effectively, using independent judgment to complete assignments and meet timelines
- Ability to make independent decisions in accordance with established policies and procedures
- Ability to work under pressure with a multitude of on-going tasks and last-minute deadlines and changes despite frequent interruptions with minimal errors
- Possess an excellent work attitude and the ability and willingness to take ownership/responsibility for project completion; demonstrated ability to provide initiative in reaching organizational goals
- Ability to be flexible and adaptable in a variety of situations
- Ability to stay abreast of professional practices in the field of communications and public

relations

- Capable of working effectively and cooperatively with people from diverse ethnic and educational backgrounds

### **ESSENTIAL JOB DUTIES AND RESPONSIBILITIES:**

The following statements of duties and responsibilities are intended to describe the general nature and level of work being performed by individuals assigned to this position. These statements are not intended to be an exhaustive list of all duties and responsibilities required of all personnel within this position. This organization believes that every individual makes a significant contribution to our success. That contribution should not be limited to assigned responsibilities. Therefore, this position description is designed to define primary duties, qualifications and job scope but should not limit the incumbent nor the organization to the work identified. It is our expectation that every employee will offer his/her services wherever and whenever necessary to ensure the success of the District's/department's goals. Actual duties, responsibilities, frequency, and percentages may vary depending upon building assignments and other factors.

- Publish Pueblo School District 60 Weekly update and assist in distributing other communications district-wide
- Assist in the maintenance of the district emergency school messenger system
- Maintain Volunteers in Public Schools (VIPS) applications: conduct CBI background checks for VIPS, document VIPS applications, and CBI checks needing review
- Prepare and proof correspondence to include, but not limited to: bulletins, newsletters, press releases, publications, social media posts, and other materials as requested
- Under the direction of the Director of Communications, assist in monitoring, updating, and overseeing content on district social media sites, and utilizing best practices for various media platforms
- Update district staff/facilities phone guide
- Maintain official records reports and filing system for communications office
- Cover lunch break for front desk receptionist
- Perform duties related to the communications and video broadcasting budget (track and monitor budget, Purchase Orders, etc.,)
- Attend Board of Education meetings, district-wide meetings/events, school based meetings/events, and community meeting/events
- Assist with a variety of district publications targeting internal and external audiences
- Coordinate with various groups to provide publication content and design
- Assist with media relations activities including serving as a contact to provide information about the district and responds to routine media inquires
- Assist with event coordination, community relations projects and research
- Assist Director of Communications with crisis communications and media relations
- Provide support before and after normal work hours to district management on media relations activities as warranted
- Assist in planning and implementation of community engagement, public relations, marketing and media relations that support the district mission and goals
- Work with school and department staff in implementation of activities that advance internal and external communication efforts
- Assist in advising and developing internal and external communication strategies regarding

district wide interests/issues

- Respond to a wide variety of requests from parents, community groups, business and others for information about the district and its operations

**NON-ESSENTIAL DUTIES:**

- Perform any and all other duties as assigned by the Director of Communications and Community Relations

The physical demands, work environment factors, and mental functions described below are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**PHYSICAL DEMANDS:**

While performing the duties of this job, the employee is required to stand; walk; sit; use hands and fingers to handle or feel. The work requires the use of telephone and using fingers to operate computer keyboards. The employee is continually hearing and speaking to exchange information. The employee is required to reach with hands and arms; climb or balance; and stoop, kneel, crouch, or crawl.

In a 9-hour workday, this job requires:

- R – Rarely (Less than .5 hr per day)                      O – Occasionally (.5 – 2.5 hrs per day)  
 F – Frequently (2.5 – 6 hrs per day)                      C – Continually (6 – 9 hrs per day)  
 NA – Not Applicable

<b>Physical Requirements</b>	<b>NA</b>	<b>R</b>	<b>O</b>	<b>F</b>	<b>C</b>
Sitting					<b>X</b>
Stationary Standing			<b>X</b>		
Walking (level surface)				<b>X</b>	
Walking (uneven surface)			<b>X</b>		
Crawling	<b>X</b>				
Crouching (bend at knees)			<b>X</b>		
Stooping (bend at waist)			<b>X</b>		
Twisting (knees/waist/neck)			<b>X</b>		
Turn/Pivot			<b>X</b>		
Climbing (stairs)			<b>X</b>		
Climbing (ladder)		<b>X</b>			
Reaching overhead				<b>X</b>	
Reaching extension				<b>X</b>	
Repetitive use arms				<b>X</b>	
Repetitive use wrists				<b>X</b>	
Repetitive use hands grasping				<b>X</b>	
Repetitive use hands squeezing			<b>X</b>		
Fine manipulation					<b>X</b>
Using foot control	<b>X</b>				
*Pushing/Pulling Maximum weight: <b>50 lbs.</b>			<b>X</b>		
Lifting Maximum weight: <b>50 lbs.</b>			<b>X</b>		

Carrying Maximum weight: <b>50 lbs.</b>			<b>X</b>		
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**WORKING CONDITIONS:**

The noise level in the work environment is usually moderate. The work is performed in a typical office environment. Employee is occasionally required to work in outdoor conditions including heat and cold.