

COMMUNICATIONS COORDINATOR:ROLE AND RESPONSIBILITIES

Position Profile: Guided by the Division's vision, mission, values and goals, the Communications Coordinator provides leadership and guidance in all aspects of school division communications.

Directly Reports To: Director of Education

In-Directly Reports:

Procedures

The Communications Coordinator will have specific responsibilities including but not restricted to:

1. Strategic Communications

- 1.1. Develop, implement and support communication strategies that target key stakeholders including but not limited to students, staff, parents, school community councils, partners and the general public.
- 1.2. Develop and implement strategic, operational, crisis and project specific communication plans to further advance the division's strategic plan. Propose innovative methods to improve communication processes.
- 1.3. Develop and implement evaluation and measurement tools regarding communication activities.
- 1.4. Attend meetings of the Board and senior leadership team to ensure that governance and leadership activities are communicated as appropriate.
- 1.5. Manage, plan and develop internal and external communications strategies, programs, policies and activities including issues and reputation management, visual identification, public relations and promotions.
- 1.6. Bring communications issues to the attention of system personnel and work collaboratively to develop appropriate responses.

2. Website

- 2.1. Work collaboratively with the Network Coordinator and Database Administrator in the technological requirements of the website including purpose, content and design.
- 2.2. Liaise with appropriate department personnel to ensure the website is up-to-date and accurately reflects ongoing activities and division information.
- 2.3. Create, draft, format and coordinate updates for the website.

3. Communication Activities

- 3.1. Write, coordinate and design materials for internal and external presentations as well as promotion of division events and activities through various mediums.
- 3.2. Prepare reports, speaking notes, division newsletter and press releases.
- 3.3. Respond to various media inquiries; act as spokesperson on behalf of the school division as required.
- 3.4. Work with staff to support the communications needs and interests of schools.
- 3.5. Support the appropriate use of the division's logo, vision, mission and values and ensure they are shared with and understood by staff and public.
- 3.6. Handle public inquiries regarding archival records searches; also, ensure appropriate information dissemination and privacy considerations of students, staff and division information in accordance with *The Education Act* and *The Local Authority Freedom of Information and Protection of Privacy Act*.
- 3.7. Assist in the creation of the communication budget and subsequently ensure funds are utilized accordingly.
- 3.8. Encouraged to provide representation on external committees which align with roles and responsibilities of the position and demonstrate a benefit to the organization and personal development subject to the approval of the Director of Education.

4. Event Management

- 4.1. Ensure significant initiatives and events of the school division are promoted as required.
- 4.2. Coordination and lead management for special events including but not limited to staff appreciation banquet, retirement evening, and others as required under the direction of the Director of Education.

5. Other Duties and Obligations

- 5.1. Performs other duties and obligations as assigned by the Director of Education.

Education & Qualifications

- A degree, diploma or certificate in Communications, Journalism, or a related area of study and at least three years of related work experience; or an equivalent combination of education and experience.

Competencies, Skills and Abilities

- **Quality & Organization of Work**

The Communications Coordinator must demonstrate an ability to pay attention to detail and ensure work is consistently prioritized, completed and accurate within expected

timeframes. He or she is expected to work independently, take initiative and achieve high work standards.

- **Adaptability & Flexibility**

The Communications Coordinator must adapt to and work effectively within a variety of situations, and with various individuals or groups. Flexibility entails the ability to recognize and implement change to enhance efficiency and effectiveness. He or she must possess exceptional analytical skills including the ability to think strategically and creatively.

- **Communication**

The Communications Coordinator must communicate effectively to school administration and staff. Excellent interpersonal skills along with proven written and oral communication and computer and presentation skills are required.

- **Job Knowledge**

The Communications Coordinator must be willing to engage in lifelong learning with respect to training, in-service and courses of study. It is important to be able to interpret and make decisions in accordance with division policies and procedures.

- **Cooperation & Teamwork**

This position involves working collaboratively with senior management and other school personnel on a daily basis. The Communications Coordinator must have the ability to work as a team player and work independently with minimal supervision.

- **Attitude**

The Communications Coordinator must display a positive attitude toward others, their work, schools and the division. Relationship-building is the foundation of strong interpersonal and communication skills. The Communications Coordinator practices and promotes integrity and ethical behavior and demonstrates professionalism, tact and approachability.

- **Confidentiality**

At no time should the Communications Coordinator discuss in public information pertaining to employees, students or the operation of the division. The Communications Coordinator is expected to respect the confidential nature of their position by avoiding discussion about any topics that are not formally communicated to the public by the administration of the school or the school division. Breaching confidentiality is a serious violation of acceptable conduct and *The Local Authority Freedom of Information and Protection of Privacy Act*.

Legal Reference: Section 85, 87, 108, 109, 110 Education Act

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