

COMMUNICATIONS COORDINATOR

Portfolio:	Administration
Reports Directly to:	Director of Education
Direct Reports:	GSEC Receptionist
Department/Location:	Good Spirit Education Complex
Salary Range:	Out of Scope Salary Grid
Last Updated:	January 7, 2025

Profile

Guided by Good Spirit School Division's foundational statements, the Communications Coordinator is an integral player on the central administrative team.

The Communications Coordinator is responsible for planning, organizing, directing, and evaluating key activities that support the success of the Director of Education and the administrative functions of the school division. This role involves creating statistical reports, managing communications such as *In Focus* and media releases, preparing for Board meetings, coordinating and developing the Annual Report, and creating employee and division calendars. Additionally, the coordinator handles ministry reporting (e.g., School Closure checklist), tracks Out of Attendance Area requests, monitors and reports on student discipline, and manages other essential administrative tasks within the school division.

This position will assist in the development of strategies and processes to build strong stakeholder relationships, and promote a healthy, productive and engaged work environment aligned with the Division's Mission, Vision and Values. The Communications Coordinator assists the Senior Admin in fulfilling the general and specific aspects of their work and will represent the Division in an ethical, positive, and professional manner. The role contributes to advancing the Division's four strategic focus areas and long-term goals.

1. Student Welfare

Role Expectations:

RE 1.1 Provide support for student welfare processes.

Quality Indicators relative to student well-being:

QI 1.1 Develop monthly student incident reports for the Director.

QI 1.2 Coordinate the student discipline committee processes as per Board Policy 13 and Administrative Procedure 351.

2. Educational Leadership

Role Expectations:

RE 2.1 Provide support for the collection and analysis of student learning information.

Quality Indicators relative to educational leadership:

QI 2.1 Ensure the Division's academic results are published.

QI 2.2 Responsible for the collection and analysis of school enrolments.

QI 2.3 Assist in the development of the annual school year calendar to ensure compliance with locally negotiated agreements and provincial statutory holidays.

3. Policy and Administrative Procedures

Role Expectations:

RE 3.1 Implements relevant Board policy and Administrative Procedures with integrity in a timely fashion within areas of assigned responsibilities.

RE 3.2 Ensures divisional compliance with all legislative, Ministry of Education and Board mandates (timelines and quality) within areas of responsibility.

Quality Indicators relative to policy role:

QI 3.1 Ensure compliance with relevant Board policy and Administrative Procedures as required in the performance of duties.

QI 3.2 Ensure board policies are up to date and are compliant with the Division's Administrative Procedures and the Education Act.

QI 3.3 Assist with the revision of Administrative Procedures.

QI 3.4 Collection of data and procedural compliance related to the School Review process.

4. Communications Coordinator / Director / Board Relations

Role Expectations:

RE 4.1 Establishes and maintains positive, professional working relations with the Director.

RE 4.2 Honours and facilitates the implementation of the Board's roles and responsibilities as defined in Board policy.

RE 4.3 Provides the information which the Director requires to perform their role.

RE 4.4 The Communications Coordinator reports directly to the Director and in-directly as delegated by the Director to the Chief Financial Officer.

Quality Indicators relative to Director/Board relations:

QI 4.1 Board agendas and the Director's reports are prepared and distributed to trustees in sufficient time to allow for appropriate trustee preparation for the meeting.

QI 4.2 Interact with the Director in an open, honest, pro-active and professional manner.

QI 4.3 Ensure high quality management services are provided to the Director.

QI 4.4 Prepare board agendas, events and communications from the Board

QI 4.5 Assist with the development of the Board Annual Work Plan

QI 4.6 Assist with the Director/CEO Evaluation.

- QI 4.7 Take notes of highly confidential subjects including but not limited to Executive and Board meetings.

5. Strategic Planning & Reporting

Role Expectations:

- RE 5.1 Supports the strategic planning process.
- RE 5.2 Implements plans as approved.
- RE 5.3 Demonstrates effective organizational skills resulting in Director compliance with all legal, Ministerial and Board mandates and timelines.

Quality Indicators relative to strategic planning and reporting:

- QI 5.1 Report at least annually on results achieved within areas of assigned responsibility.
- QI 5.2 Support Director compliance with all Ministry of Education and Board mandates (timelines and quality).
- QI 5.3 Prepare and organize the Division's Annual Report.
- QI 5.4 Ensure strategic goals are communicated through the organization and distribution of the In Focus Report.

6. Organizational Management

Role Expectations:

- RE 6.1 Demonstrates effective organizational skills resulting in Director compliance with all legal, Ministerial and Board mandates and timelines.

Quality Indicators relative to organizational management:

- QI 6.1 Support Director compliance with all Ministry of Education and Board mandates (timelines and quality).

7. Communications and Community Relations

Role Expectations:

- RE 7.1 Takes appropriate actions to ensure positive external and internal communications are developed in areas of assigned responsibility in accordance with Division strategy and expectations.
- RE 7.2 Serves as a secondary point of contact for the Director and Chief Financial Officer.
- RE 7.3 Assists with the communication to and from School Community Council's; schedules events and prepares communications for SCCs on behalf of the Board & Division.

Quality Indicators relative to communications and community relations:

- QI 7.1 Develop and implement communication strategies and initiatives that resonate with students, staff, communities, and stakeholders and promote GSSD's schools, innovations, successes, and challenges, including Education Week, system events, performance results and selected staff, school and student accomplishments.

- QI 7.2 Assist with the communication School Community Council's; schedule events and prepare communications for SCCs on behalf of the Board & Division.
- QI 7.3 Responsible for the selection of highlighted feature stories and announcements on division websites and social media.
- QI 7.4 Responsible for promoting Division initiatives and innovative programming.
- QI 7.5 Promote consistent branding and corporate identity across all internal and external communications channels.
- QI 7.6 Manage conflict effectively.
- QI 7.7 Ensure information regarding Board and Division initiatives and priorities are disseminated to inform the electorate.
- QI 7.8 Work cooperatively with the media to represent the Director's views/positions.
- QI 7.9 Assist with communications and community relations including the In Focus, and the Friday File.
- QI 7.10 Monitor and update the Division website and provide portal support, when required.

8. Leadership Practices

Role Expectations:

- RE 8.1 Practices leadership in a manner that is viewed positively and has the support of those with whom they work most directly with in carrying out assigned duties.
- RE 8.2 Develop performance metrics for the purpose of monitoring and evaluating operational performance areas of assigned responsibility.
- RE 8.3 Consistently act in accordance with the division value statements.
- RE 8.4 Recognizes the sensitive nature and the impact of potential solutions on the Division and seeks input from the Senior Admin.

Quality Indicators relative to leadership practices:

- QI 8.1 Provide effective service and leadership within areas of responsibility.
 - QI 8.2 Prepare and communicate decisions within areas of responsibility.
 - QI 8.3 Establish and maintain positive, professional working relationships with staff.
 - QI 8.4 Unite people towards a common sense of purpose and alignment with Divisional goals in the provision of services within areas of assigned responsibility.
 - QI 8.5 Demonstrate a high commitment to the needs of students.
 - QI 8.6 Effectively solve problems.
 - QI 8.7 Continuously review and improve practice, based on performance data.
 - QI 8.8 Demonstrate a high commitment to the needs of employees.
 - QI 8.9 Work collaboratively with other services to ensure the sharing of information as required within areas of responsibility.
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- QI 8.10 Exhibit a high level of personal, professional and organizational integrity.
- QI 8.11 Model a commitment to personal and professional growth.
- QI 8.12 Empower others.
- QI 8.13 Model high ethical standards of conduct.
- QI 8.14 Maintain confidentiality at all times.
- QI 8.15 Stay up-to-date with required technology to effectively execute assigned duties.

Note: Leadership practices may be examined upon the direction of the Director. Normally leadership practices are self-monitored by the Communications Coordinator.

Qualifications

- Minimum Grade 12 diploma or equivalent
- A degree, diploma or certificate in Communications or Business Administration would be considered a definite asset.

Quality & Organization of Work

- Analytical with the ability to recognize areas of concern or opportunity for efficiencies.
- Maintain strong attention to detail to ensure work is consistently accurate and completed within expected timeframes.
- Demonstrate effective organizational skills resulting in the organization's compliance with all legal, Ministerial and Board mandates and timelines.

Adaptability & Flexibility

- Ability to embrace change and work in a high paced environment.
- Able to work effectively within a variety of situations, and with various individuals or groups. Flexibility entails understanding and appreciating different and opposing perspectives on an issue and adapting one's approach as the requirements of a situation change.

Communication

- Demonstrate professionalism and sensitivity in all interactions.
- Strong communication skills, including oral, written, and media proficiency.

Job Knowledge

- Committed to professional learning towards enhancing their skills and knowledge to perform the required tasks.
- One must demonstrate their ability to effectively create, manipulate and utilize spreadsheets, word documents, file management, email calendar and social media platforms.
- On-going commitment to personal professional growth and development.

Cooperation & Teamwork

- Strong interpersonal skills with a proven ability to build trusting, collaborative work environments with a variety of stakeholders in education.
- This position involves working collaboratively with, and under the direction of the Director of Education. As a result, a strong relationship with all school and GSEC personnel and community members is required daily.
- The Communications Coordinator must have the ability to work as a team player and work independently with minimal supervision.

Working Conditions

- Out of Scope based on a 12-month calendar
- Office at the Good Spirit Education Complex