

Hinsdale Township High District 86
JOB DESCRIPTION

Title: Communications Coordinator
Location: District Administration Center
Department: Communications
Reports To: Director of Communications
Work Year: 12 months-260 days

EXPECTATIONS

- Support all aspects of a student's development (social/emotional, academic, physical, artistic expression) through caring and respectful relationships
- Take collective responsibility for providing equitable opportunities and supporting learning environment for students
- Maintain positive relationships with students, parents/guardians, and staff

GENERAL RESPONSIBILITIES:

The Communications Coordinator supports the Communications Department in executing and monitoring communications strategies. This role will help create promotional materials, contribute to the upkeep of the District's website, organize meetings and presentations, and interact with internal and external stakeholders to deliver the District's message. The successful candidate for the position must have excellent verbal and written communication skills.

ESSENTIAL FUNCTIONS:

- Day-to-day management of the district's family of websites, including keeping all content up-to-date
- Provide ongoing training and technical support to district staff assigned to maintain school websites and individual pages
- Assist the Director of Communications with writing and editing content for the district's family of websites, social media and other publications
- Share district news, events and accomplishments through the District's social media accounts using multimedia, including photography and video
- Help manage the district's social media accounts, including Facebook and Twitter
- Analyze website and social media metrics and develop strategies to expand the district's online presence and increase stakeholder engagement
- Design marketing and promotional materials for the District or schools
- Assist with the organization of promotional events
- Ensure all communication materials are aligned with the District's mission, vision and goals
- Other duties as assigned

KNOWLEDGE, SKILLS AND ABILITIES:

- Advanced skills in website content management systems
- Experience in social media management
- Experience writing and editing for the web
- Experience in graphic design, video production and editing, and photography
- Knowledge of both Mac and PC
- Ability to manage multiple projects independently and work under tight deadlines
- Ability to build consensus and work effectively within various schools and departments
- Ability to take initiative and assume responsibility, ownership and accountability
- Exemplary interpersonal communication skills
- Strong organizational skills and attention to detail
- Ability to work under pressure in a team setting
- Strong commitment to personal and professional growth and development
- Experience working with diverse cultures and audiences

EDUCATION, CREDENTIALING and/or EXPERIENCE:

- Bachelor's degree
- Minimum of three to five years of experience in communications, public relations, journalism, website design and management, or related field