

Anoka-Hennepin Independent School District #11
Job Description

Title: Community Education Communication Coordinator
Department: Community Education
Reports to: Director of Community Education
Prepared Date: May 2021

SUMMARY OF RESPONSIBILITIES

Direct and develop the formal communications, public relations, and marketing activities of the Community Education Department of the Anoka-Hennepin School District. Assist the community education department in creating and maintaining a positive image for both internal and external audiences by performing the following duties.

DUTIES AND RESPONSIBILITIES

- Organize and facilitate the marketing and branding of the community education department and its programs through print and electronic mediums.
- Determine annual marketing and communication objectives, prepare, and monitor assigned resources and evaluate the success of marketing and communications strategies.
- Develop news stories and pitch story ideas to the news media and the community.
- Develop and provide training modules for department staff related to web style guidelines.
- Assist in the collection and processing of customer feedback to improve programs and marketing initiatives.
- Manage the community education website and social media channels in alignment with the school district.
- Coordinate and assist in the e-marketing of the community education department.
- Provide logistics support for department administrators for special events and community presentations.
- Coordinate school district election planning and collaborate with county and city personnel.
- Proof and approve all catalogs, registration materials, and prominent print materials for the department.
- Prepare PowerPoint presentations for department leadership.
- Serve as a member of the larger district communications team.
- Performs other duties as assigned by Director of Community Education.

SUPERVISORY RESPONSIBILITIES

None

EDUCATION and/or EXPERIENCE

Requires Bachelor's degree in public relations, mass communications, marketing, or related field, plus five years of related professional experience in public relations and/or media work.

CERTIFICATES, LICENSES, REGISTRATIONS

None

KNOWLEDGE, SKILLS & ABILITIES

Ability to read, analyze and interpret common scientific and technical journals, financial reports and legal documents.

Ability to respond effectively to common inquiries or complaints from administrators, department employees, residents, clients, and members of the School Board.

Ability to write speeches and articles for publication that conform to prescribed style and format.

Ability to effectively present information to administrators, department employees, residents, clients, and members of the Advisory Council and School Board.

Ability to resolve practical problems in situations where only limited standardization exists.

Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

Ability to maintain regular attendance, which includes completing an assigned day.

Excellent analytical, critical thinking and judgment skills.

Proficient in the use of current technologies required for the performance of duties, including required: Google Office Suite, MS Office, web content management system, Facebook, Twitter, Instagram; preferred: Adobe Creative Suite, Photoshop, InDesign, Illustrator, Acrobat.

Excellent verbal, written and interpersonal communication skills.

Knowledge of communication planning, implementation, and evaluation.

Knowledge of the principles and practices of journalism and media relations.

Knowledge of photography and video production.

Skill in writing promotional and informational publications, reports, presentations, media releases, speeches, and other communications products.

Ability to interact effectively with individuals and groups in a variety of settings, with persons of diverse backgrounds, experiences, and agendas.

Experience in promoting and marketing community education and public education preferred.

Ability to maintain regular attendance, which includes completing an assigned day.

PHYSICAL DEMANDS

While performing the duties of this job, the employee is regularly required to sit; use hands to finger, handle, or feel; talk; and hear; stand; walk; reach with hands and arms. The employee is occasionally required to lift and/or move up to 10 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

WORK ENVIRONMENT

While performing the duties of this job, the employee is occasionally exposed to outside weather conditions, when driving to various sites. The noise level in the work environment is usually quiet, but may be noisy, depending on activities at locations other than the office.