

JOB DESCRIPTION

Job Title Coordinator Communications
Reports to Chief Communications Officer
Dept/School Communications

Job Title Code 160126
Wage/Hour Status Exempt
Pay Grade 103
Date Revised June 10, 2025

Primary Purpose

Provide strategic and administrative support to the Chief Communications Officer. Assist in the coordination of projects and key initiatives to ensure effective information flow and alignment with district communication goals. Direct and manage day-to-day operations to support the efficient function of the Communications Office. Handle complex assignments with discretion and minimal supervision while supporting efforts that promote transparency and engagement across the district.

Education/Certification

- Bachelor's Degree

Special Knowledge/Skills

- Strong organizational, communication and interpersonal skills
- Strong ability to analyze and interpret reports
- Knowledge of word processing, spreadsheets, and presentation software
- Knowledge of strategic planning processes

Experience

- Three (3) years of experience in public relations, communications, administrative coordination or event planning

Major Responsibilities and Duties

1. Manage and track major projects and initiatives for the Communications Department, ensuring timely completion and alignment with district goals.
2. Assist in the development and implementation of strategic communications plans to enhance stakeholder engagement.
3. Monitor legislative, local, and national education trends that may impact district communications, providing timely updates to the Chief Communications Officer.
4. Support district-wide decision-making by gathering, analyzing, and reporting data on public perception, media trends, and stakeholder feedback.
5. Ensure seamless coordination between the Communications Department and other departments to support initiatives aligned with the district's strategic priorities.
6. Manage and coordinate the Chief Communications Officer's calendar, ensuring efficient scheduling of meetings and engagements.
7. Prepare and develop agendas, memos, reports, presentations, and other documents for executive meetings and communications efforts.
8. Oversee office operations to ensure efficiency, including budget tracking, purchase orders, and vendor coordination.
9. Coordinate and facilitate meetings, including logistics, itineraries, agendas, and follow-ups for the Communications Department.
10. Serve as a liaison between the Communications Office and internal/external stakeholders, ensuring smooth information flow and responsiveness.
11. Assist in drafting, editing, and reviewing key communications, including press releases, talking points, speeches, and newsletters.
12. Ensure the Chief Communications Officer is informed of relevant media coverage, community concerns, and district-related news.

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13. Work closely with the Superintendent's Office, Board of Trustees, and leadership teams on communications-related projects.
14. Support crisis communication efforts by tracking key issues and ensuring timely responses to stakeholders.
15. Ensure compliance with Open Records Requests (FOIA), media inquiries, and district transparency initiatives.
16. Stay current on emerging trends in education communications, public relations, and digital engagement.

Policies, Report and Law

17. Assist in developing and administering policies and procedures related to district communications and public engagement.
18. Maintain a working knowledge of district policies, federal and state guidelines, and communications best practices.
19. Assist in ensuring district compliance with federal and state laws and regulations.
20. Stay abreast of current research and best practices in human resources management and development in educational and non-education-related settings, and adjust plans, policies and procedures accordingly.

Communication

21. Promote positive community relations through effective communication and maintain good rapport with district employees at all organization levels.
22. Prepare and develop agendas, memos, communication, and correspondence: identify meeting participants, collect, prepare, and distribute appropriate briefing material.
23. In supervisor's absence, ensure that requests for action or information are relayed to the appropriate person.
24. Represent the Chief Communications Officer at meetings when necessary, ensuring priorities and action items are communicated effectively.

Professional Growth

25. Participate in professional growth activities and stay current with local, state, and federal regulations.
26. Participate in professional development opportunities to enhance skills and knowledge related to communications and project management.
27. Attend required professional development.

Other Duties

28. Proactively anticipate needs within the Communications Department and provide solutions to streamline operations.
29. Undertake special projects and initiatives assigned by the Chief Communications Officer.
30. Handle confidential information with discretion and professionalism.

Supervisory Responsibilities

None

Physical and Mental Job Requirements

Mental Demands/Physical Demands/Environmental Factors

- Maintain emotional control under stress, frequent prolonged and irregular hours. Require prolonged use of the computer, and repetitive hand motions; ability to travel.

Terms of Employment

226 days; salary to be established by the Board of Trustees

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The foregoing statements describe the general purpose and responsibilities assigned to this job and are not an exhaustive list of all responsibilities and duties that may be assigned or skills that may be required.

Approved: _____
Job Title: _____
Date: _____

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Job Title: _____
Date: _____

My supervisor has reviewed this job description with me and has provided me with a copy.

Employee: _____
Date: _____

The El Paso Independent School District does not discriminate in its educational programs or employment practices on the basis of race, color, age, sex, religion, national origin, marital status, citizenship, military status, disability, genetic information, gender stereotyping and perceived sexuality, or on any other basis prohibited by law. Inquiries concerning the application of Titles VI, VII, IX, and Section 504 may be referred to the District compliance officer, at 230 -2031; Section 504 inquiries regarding students may be referred to 504 Coordinator at 230-2856.

El Distrito Escolar Independiente de El Paso no discrimina en los programas de educación o en prácticas de empleo usando el criterio de raza, color, edad, sexo, religión, origen nacional, estado civil, ciudadanía, estado militar, discapacidad, información genética, estereotipo sexual o sexualidad percibida, u otra práctica prohibida por la ley. Preguntas acerca de la aplicación del título VI, VII o IX, y la Sección 504 pueden ser referidas al oficial del distrito, al 230-2031; preguntas sobre 504 tocante a estudiantes pueden ser referidas al oficial de 504 al, 230-2856.