

Job Title: Communications and Media Relation
Coordinator

Wage/Hour Status: Exempt

Reports to: Chief Communications Officer

Pay Grade: 103

Dept. /School: Communications

Date Revised: October 31, 2024

Primary Purpose

Will provide daily coordination and execution of various internal and external communication projects; oversee web content and digital platforms; and collaborate with Marketing and Communications staff, as well as other District campuses and departments, on various communication materials, events and programs for print and digital products.

Qualifications

Education/Certification

Bachelor of Arts in Journalism, Communications, Public Relations or related field

Special Knowledge/Skills

- Proven working experience in public relations, marketing, and/or communications.
- Excellent writing, editing, presentation and communication skills.
- Storytelling and ability to connect a feature story element to the district's strategic blueprint.
- Proficiency in use of content management systems and web production platforms.
- Adequate knowledge of web design, web development, CRO and SEO
- Knowledge of online marketing and good understanding of major marketing channels
- Knowledge of social media platforms
- Positive attitude, detail and customer-oriented with exceptional multitasking and organizational ability
- Fluency in Spanish (preferred)

Experience

Three (3) years' experience in Public Relations, Marketing, Communications or related field

Major Roles and Responsibilities

1. Work collaboratively with the Chief Communications Office and Director in planning and coordinating of various communication materials and programs to enhance
2. Write, edit and review inter and external communication materials with a strategic focus on amplification of key message and intended audiences.
3. Assist with all department communication, with ability to analyze and synthesize data to inform stakeholders of complex issues.
4. Assist with media relations, including maintaining relationships with news outlet/directors.
5. Provide key day-to-day process, management and assistance to departments for website content management including creation, revisions, and maintenance.
6. Work collaboratively with Marketing and Communications staff on all events and projects.
7. Work collaboratively with Communications Specialist and Graphic Designers to ensure the production of high-quality communication materials.
8. Attend pertinent district and community functions and network with community representatives.,
9. Assist in collecting and monitoring data and creating program evaluations.
10. Assist in the use of interactive communication such as: Social Media Sharing (Twitter, YouTube, Facebook, Instagram, LinkedIn, TikTok and others) as well as Adobe Suite software and web-based programs (Survey Monkey, etc).

11. Provide social media support to campuses using district guidelines and social media applications.
12. Assist with project management assignments.
13. Perform other duties as assigned by supervisor.

Supervisory Responsibilities

None

Physical and Mental Job Requirements

Mental Demands/Physical Demands/Environmental Factors

Maintain emotional control under stress, repetitive hand motion and prolonged use of the computer.
Occasional prolonged and irregular hours.

Terms of Employment

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

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: _____

Approved: _____

Job Title: _____

Date: _____

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

Employee: _____

Date: _____

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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.