

PINELLAS COUNTY SCHOOL DISTRICT, FLORIDA

PCSB: 7102
Pay Grade: C03

FLSA: Exempt
PTS

COMMUNICATIONS COORDINATOR-SPECIALIST

REPORTS TO:

Executive Manager, Strategic Communications

SUPERVISES:

Not Applicable

QUALIFICATIONS:

Bachelor's degree in Journalism, Public Relations, Marketing or related field from an accredited college or university. Demonstrated effective oral and written communication skills. Demonstrated ability to target messages to different audiences. Must possess organizational and analytical skills and ability to work both independently and as a member of a team.

PREFERRED:

Two (2) years of progressively responsible professional experience in Journalism, Public Relations, or Marketing. Experience with multimedia/audio-video/production and postproduction.

MAJOR FUNCTION

The Communications Specialist assists the ~~Assistant Director~~, Executive Manager, Strategic Communications in preparing information for effective and efficient communication of district initiatives and activities utilizing print and electronic platforms. Gathers, writes, and edits material to inform the public and the media of Pinellas County Schools' initiatives and activities that support the district's mission, goals and strategic directions.

ESSENTIAL RESPONSIBILITIES

- Interfaces with Director, Strategic Communications; ~~Assistant Director~~ Executive Manager, Strategic Communications; Public Information Officer; and Manager, TV Operations to maintain an effective and efficient flow of information to internal and external stakeholders
- Reports and prepares print and video news stories and features for the district's Newsroom.
- Researches trends in education for the purpose of creating story ideas with a Pinellas County Schools focus that can be pitched to media outlets
- Assists the Public Information Officer in answering media inquiries and assisting reporters covering school district activities
- Attends news conferences
- Assists PCS employees in preparing for and participating in media interviews
- Assists in production of annual, quarterly and weekly communication to internal and external stakeholders
- Coordinates with district webmaster and graphic designers to ensure timely dissemination of communications messages
- Participates in staff trainings pertaining to writing, editing, Freedom of Information Act management, and media relations
- Assists in disseminating information and coordinating publicity for district events
- Attends School Board meetings and workshops when appropriate
- Works with the Director, Strategic Communications to coordinate the communication and marketing strategies of schools

- Works with the Office of ~~Research & Accountability~~ Assessment, Accountability and Research to conduct periodic surveys to measure effectiveness of internal and external communication efforts
- Interfaces with the Office of Strategic Partnerships to ensure that PCS families are made aware of district services and outreach opportunities.
- Assists in the communication of district goals to the community
- Performs other related duties as required

TERMS OF EMPLOYEMENT

Salary and benefits shall be paid consistent with the district's approved compensation plan. Length of the work year and hours of employment shall be established by the District.

Performance of the job will be evaluated in accordance with provisions of the School Board's policy on evaluation of personnel.

The above statements are intended to describe the general nature and level of work being performed by employees assigned to this classification. They are not intended to be construed as an exhaustive list of all responsibilities and duties required of those in this classification.

HISTORY OF JOB CLASSIFICATION

ISSUED: 12/11; BOARD APPROVED: 12/06/11; REVISED FORMAT, TITLE, ER, ADA 5/12 LMCK;
BOARD APPROVED:

COMMUNICATION COORDINATOR SPECIALIST

WORKING CONDITIONS & PHYSICAL EFFORT:	Seldom Or Never	Monthly	Weekly	Daily	Hourly
1. Lift objects weighing up to 20 pounds			X		
2. Lift objects weighing 21 to 50 pounds	X				
3. Lift objects weighing 51 to 100 pounds	X				
4. Lift objects weighing more than 100 pounds	X				
5. Carry objects weighing up to 20 pounds			X		
6. Carry objects weighing 21 to 50 pounds	X				
7. Carry objects weighing 51 to 100 pounds	X				
8. Carry objects weighing 100 pounds or more	X				
9. Standing up to one hour at a time				X	
10. Standing up to two hours at a time			X		
11. Standing for more than two hours at a time		X			
12. Stooping and bending		X			
13. Ability to reach and grasp objects				X	
14. Manual dexterity or fine motor skills					X
15. Color vision, the ability to identify and distinguish colors				X	
16. Ability to communicate orally					X
17. Ability to hear					X
18. Pushing or pulling carts or other such objects		X			
19. Proofreading and checking documents for accuracy					X
20. Using a computer to enter and transform words or data					X
21. Using various technology tools					X
22. Working in a normal office environment with few physical discomforts					X
23. Working in an area that is somewhat uncomfortable due to drafts, noise, temperature variation, or other conditions	X				
24. Working in an area that is very uncomfortable due to extreme temperature, noise levels, or other conditions	X				
25. Working with equipment or performing procedures where carelessness would probably result in minor cuts, bruises or muscle pulls	X				
26. Operating automobile, vehicle, or van	X				
27. Other physical, mental or visual ability required by the job	X				