

COORDINATOR - PUBLIC INFORMATION

Purpose Statement

The job of Coordinator - Public Information was established for the purpose/s of implementing and maintaining assigned programs and services related to public information processes in conformance to District guidelines; serving as a resource to the Superintendent, Deputy Superintendent, Assistant Superintendent, other District administrators, and the Board of Education; and maintaining adequate staffing to ensure that objectives of programs/services are achieved within budget and in compliance with District's goals.

Essential Functions

- Compiles data from a wide variety of sources (e.g. Board of Education, District administration, staff, outside agencies, community groups, parents, students, etc.) for the purpose of analyzing issues, ensuring compliance with established policies and procedures, and/or monitoring program components.
- Develops long and short range plans concerning the District's public information services for the purpose of assisting in achieving District objectives ensuring that information is communicated in an accurate and timely manner.
- Directs the District crisis management plan (e.g. planning, communication, execution, training, etc.) for the purpose of ensuring that district crisis management, communication and response policies and procedures are followed in an efficient and timely manner.
- Directs the implementation of existing and new programs/services through a combination of delegation and personal involvement (e.g. local and regional media, newsletters, websites, etc.) for the purpose of ensuring communications programs/services are provided within established timeframes in conformance with all related requirements.
- Facilitates meetings that may frequently involve a range of issues (e.g. personnel actions, financial procedures, regulatory requirements, community involvement, actions involving outside agencies, interdepartmental needs, etc.) for the purpose of identifying appropriate actions, receiving and/or conveying information, supporting other staff, and serving as a District representative.
- Manages assigned public information responsibilities (e.g. advertising, public announcements, district information, etc.) for the purpose of achieving outcomes in relation to organizational objectives, and ensuring conformance with legal, financial and District requirements.
- Participates in meetings as required (e.g. workshops, inter and intra district committees, seminars, conferences, etc.) for the purpose of conveying and gathering information regarding a wide variety of subjects required to carry out their administrative responsibilities.
- Prepares a wide variety of often complex materials in both written and electronic formats (e.g. plans, budgets, announcements, websites, training materials, programs, informational materials, crisis management plan, etc.) for the purpose of documenting activities and issues, meeting compliance requirements, providing audit references, making presentations, and/or providing supporting materials for requested actions.
- Presents information on a variety of topics related to administrative responsibilities (e.g. financial information, overviews of programs/services, policies and procedures, etc.) for the purpose of providing general information, training others, implementing actions, etc.
- Responds to issues involving staff, conflicts in policies and regulations, community concerns, parental requests that may result in some negative impact and/or liability if not appropriately addressed for the purpose of identifying the relevant issues receiving and/or conveying information, and recommending or implementing a plan of action that will efficiently resolve the issue.
- Supports the Superintendent, Deputy Superintendent, Assistant Superintendent, District administrators, etc. for the purpose of collaborating with these administrators in achievement of department, and District goals.

Other Functions

- Performs other related duties, as assigned, for the purpose of ensuring the efficient and effective functioning of the work unit.

Job Requirements: Minimum Qualifications

Skills, Knowledge and Abilities

SKILLS are required to perform multiple, technical tasks with a need to occasionally upgrade skills in order to meet changing job conditions. Specific skill-based competencies required to satisfactorily perform the functions of the job include: operating standard office equipment including utilizing pertinent software applications; planning and managing projects; budgeting and financial management; and developing effective working relationships.

KNOWLEDGE is required to perform basic math, including calculations using fractions, percents, and/or ratios; review and interpret highly technical information, write technical materials, and/or speak persuasively to implement desired actions; and analyze situations to define issues and draw conclusions. Specific knowledge-based competencies required to satisfactorily perform the functions of the job include: public relations policies and procedures; community resources; personnel practices; concepts of grammar and punctuation; and business telephone etiquette.

ABILITY is required to schedule activities, meetings, and/or events; often gather, collate, and/or classify data; and use job-related equipment. Flexibility is required to work with others in a wide variety of circumstances; work with data utilizing defined but different processes; and operate equipment using defined methods. Ability is also required to work with a diversity of individuals and/or groups; work with data of varied types and/or purposes; and utilize job-related equipment. Problem solving is required to identify issues and create action plans. Problem solving with data frequently requires independent interpretation of guidelines; and problem solving with equipment is limited to moderate. Specific ability-based competencies required to satisfactorily perform the functions of the job include: communicating with diverse groups; meeting deadlines and schedules; setting priorities; working as part of a team; flexible to changing conditions; making quick and accurate decisions; working with multiple projects; dealing with frequent interruptions and changing priorities; maintaining confidentiality; and facilitating communication between persons with frequently divergent positions.

Responsibility

Responsibilities include: working independently under broad organizational guidelines to achieve unit objectives; leading, guiding, and/or coordinating others; and monitoring budget expenditures. Utilization of resources from other work units is often required to perform the job's functions. There is a continual opportunity to have some impact on the organization's services.

Working Environment

The usual and customary methods of performing the job's functions require the following physical demands: some lifting, carrying, pushing, and/or pulling; some stooping, kneeling, crouching, and/or crawling; and significant fine finger dexterity. Generally the job requires 40% sitting, 25% walking, and 35% standing. The job is performed under minimal temperature variations.

Experience Job related experience within specialized field is required.

Education Bachelors degree in job related area.

Equivalency None Specified

Required Testing

None Specified

Continuing Educ. / Training

None Specified

Certificates & Licenses

None Specified

Clearances

Criminal Justice Fingerprint/Background Clearance; Kansas
Certification of Health

FLSA Status

Exempt

Approval Date

Salary Grade

Coordinator I