



# LAKE HAVASU UNIFIED SCHOOL DISTRICT #1

## HR DEPARTMENT

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<b>Position Title:</b>	Communications and Community Outreach Coordinator	<b>Location:</b>	Superintendent Office
<b>Reports To:</b>	Superintendent	<b>Supervises:</b>	None
<b>Classification:</b>	Support	<b>Status:</b>	Full-time
<b>FLSA Status:</b>	Non-Exempt	<b>Benefit Eligible:</b>	Yes
<b>Work Year:</b>	261 days / 12 months	<b>Salary:</b>	See <a href="http://lhusd.org">lhusd.org</a> website

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### **Education and Experience Requirements**

Bachelor's degree in public relations, journalism, marketing, communications, or other related fields of study preferred. Previous experience in one or more of these areas required.

### **Certificates and Licensure Requirements**

IVP fingerprint clearance card through AZ Department of Public Safety

### **Summary**

This position will support the effective communication function of the district, serve as the public information officer, and community liaison.

### **Qualifications**

- Effective writing/editing skills and content development
- Ability to effectively communicate verbally and in written form
- Video production and photography skills including gathering and editing video
- Competency in desktop publishing skills and graphic production and design (Experience with Adobe Creative Suite programs including Premiere Pro, Photoshop, Illustrator and InDesign)
- Ability to build and maintain relationships with community stakeholders
- Ability to work with students, staff, parents & community members in a positive manner
- Strong organization, communication, and interpersonal skills
- Ability to design printed and/or electronic District publications
- Extensive understanding of school programs and functions
- Ability to work independently and be self-motivated
- Extensive knowledge of social media and emerging communication platforms
- Possess problem solving skills and reasoning ability
- Ability to use discretion in releasing or distributing confidential information
- Ability to work with detail and a high degree of accuracy under pressure

### **Responsibilities and Requirements**

- Coordinate with the Superintendent to develop effective communication strategies
- Strategize and coordinate district website content, social media content, and multimedia to support the communications plan
- Utilize technologies including websites, social media, video, etc. to promote the district mission and vision and innovatively reach stakeholders
- Direct and manage the District's public information activities
- Support Superintendent as Public Information Officer in times of emergency
- Prepare press releases and publish articles and photos in local media and other publications
- Implement and coordinate strong communication campaigns
- Coordinate with Technology Department to provide accurate and updated information on the District websites
- Maintain District-wide staff recognition programs
- Develop publications and audio/visual productions
- Attend and promote public events to represent the District
- Align public information activities with District goals and objectives
- Monitor media coverage and social media outlets; track and provide notifications; provide clarification as needed
- Explain District issues, practices, and procedures in a logical and concise manner
- Oversee partnerships in education and the volunteers in public schools programs
- Represent the District's interest when conducting business with other agencies and organizations
- Assist with District events and celebrations



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- Provide creative and technical support for internal and external media publications; consult with schools and departments
- Attend school events to gather information for publication
- Support LHUSD programs such as Tax Credit through advertising, community, and school events
- Responsible for other duties as assigned

### **Physical Demands and Work Environment**

- Physical Effort
- Repetitive motion and eye strain through extensive utilization of computer hardware and software.
- May require lifting materials and supplies weighing up to 25 pounds.

### **Other Information**

- Must be able to pass a fingerprint clearance and background check

### **EEOC**

*Lake Havasu Unified School District provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetic information, veteran status, or any other characteristic protected by federal, state or local laws.*

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This job description is intended to accurately reflect the position activities and requirements. Administrators and supervisors reserve the right to modify, add, or remove duties and assign other duties as necessary. It is not intended to be and should not be construed as an all-inclusive list of all the responsibilities, skills, or working conditions associated with the position.