

CLARK COUNTY SCHOOL DISTRICT
Human Resources Division

COORDINATOR I - COMMUNICATIONS SPECIALIST

Reference Code: A523

Division: Office of the Chief of Staff

Classification: Professional-Technical

Terms of Employment: Range 38 of the Unified Administrative Salary Schedule, 12 Months

FLSA STATUS: EXEMPT

POSITION SUMMARY: This position is responsible for creating and distributing compelling documents, videos, Web site pages, brochures, invitations, grants, press releases, and feature story articles about the Public Education Foundation. This position is directly responsible to the Director, Development and Innovation Department.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

The list of Essential Duties and Responsibilities is not exhaustive and may be supplemented.

1. Update and maintain the Public Education Foundation Web site to ensure posted information about programs, initiatives, and events is comprehensive, current, compelling, and dynamic.
2. Develop, design, edit, and supervise production of publications and promotional materials within budget and meeting timelines.
3. Analyze marketing trends and develop strategies to promote community awareness of the Public Education Foundation.
4. Utilize desktop publishing, applying layout and design concepts.
5. Estimate cost, timelines, and materials per assignment for budget purposes.
6. Research, write utilizing Associated Press style guides, and distribute press releases and stories relative to the activities of the Public Education Foundation and facilitate press conferences, activities, and events.
7. Develop, design, and produce promotional materials using desktop publishing and layout and design skills for internal and external distribution.
8. Read all local newspapers, magazines, business trade press, and special publications and maintain archive of Foundation press.
9. Develop and implement a public relations and marketing plan.
10. Establish and maintain an effective working relationship with the media, public relations agencies, and photographers.
11. Perform other duties related to the position, as assigned.

POSITION EXPECTATIONS:

1. Ability to initiate and complete projects within budget and meeting timelines.
2. Ability to demonstrate proficient computer skills.
3. Ability to gain cooperation from various entities.
4. Ability to write and speak clearly, concisely, and when appropriate, in a compelling manner.
5. Ability to meet deadlines on multiple projects simultaneously.
6. Ability to interpret and accurately apply written and oral instructions.
7. Ability to recognize the sensitive nature of issues and maintain confidentiality.
8. Ability to work independently.
9. Ability to work cooperatively with employees, advertising agencies, partners, Board of School Trustees members, students, teachers, the public, and media.
10. Possess personal characteristics, including but not limited to poise, perspective, integrity, flexibility, and personal appearance necessary for success as an administrator in the Clark County School District.

POSITION REQUIREMENTS:

Education and Training:

An earned bachelor's degree from an accredited college or university or currently serving as a professional-technical employee with the Clark County School District.

Licenses and Certifications:

A valid driver's license that allows the applicant/employee to legally operate a motor vehicle in Nevada.

Experience:

1. Satisfactory service in corresponding or related positions, or five (5) years of successful supervisory experience related to the administrative position.
2. Minimum of at least two (2) years of successful experience in a related position utilizing tools such as InDesign or other graphic arts programs as well as Macromedia Dreamweaver or other Web site software.

Preferred Qualifications:

Degree in a related field such as journalism, communications, marketing, or advertising.

When applying for an administrative position, candidates must meet the minimum qualifications as listed on the appropriate position vacancy announcement.

Equal Employment Opportunity – Affirmative Action

The Clark County School District is an equal opportunity employer and will not knowingly discriminate in any area of employment. Those include discriminatory recruiting and hiring practices against any United States citizen or legal alien on the basis of race, color, creed, religion, sex, age, marital status, national or ethnic origin, or disability and shall extend to working conditions, training, promotion, and terms and conditions of employment.