Loudoun County Public Schools

HUMAN RESOURCES AND TALENT DEVELOPMENT
JOB CLASS SPECIFICATION

Certified: 8/19/2026

Coordinator, Creative and Brand Services

Pay Scale: B
Level: 16
FLSA Status: Exempt
Job Family: Administration
Primary Location: Administration Building

Department Overview

The Department of Communications and Community Engagement (DCE) serves as the voice of Loudoun County Public Schools, advancing the division's mission through strategic communications, marketing, community outreach and family engagement, and public information. DCE provides enterprise-wide leadership in communications, brand management, issues and campaign management, storytelling and marketing strategy, crisis communications and public relations, to strengthen public trust, protect and enhance the LCPS brand, engage employees and families, support student success, and position LCPS as an Employer of Choice. The DCE serves more than 13,500 employees, 80,000 students, and their families across 100+ schools and facilities, providing strategic communications counsel, family and partner engagement directly impacting student outcomes, and timely and accurate information in support of the Superintendent, School Board, Cabinet, division leadership and schools.

Job Overview

The Coordinator, Creative and Brand Services leads and coordinates visual communications projects that support the LCPS brand and division-wide communications priorities. Reporting to the Creative & Brand Services Supervisor, the Coordinator develops high-quality graphic and digital content, coordinates campaign creative, supports visual identity standards, and works across communications disciplines to ensure cohesive execution across print, web, social media, video and other digital channels. The Coordinator serves as a project lead for assigned creative initiatives, translating communications goals into effective visual solutions and coordinating with communications, web, video and program staff to deliver accessible, consistent and audience-centered content.

Roles and Responsibilities

The following information is intended to describe the overall nature and scope of the work being performed. This is not a comprehensive listing of all responsibilities or tasks; work may differ and other work may be assigned when deemed appropriate.

- Leads and coordinates assigned creative and digital content projects from concept through production, ensuring alignment with communications goals, timelines and brand standards.
- Designs high-quality graphics, publications, campaign materials, presentations, digital assets and other visual communications for division-wide audiences.
- Supports implementation and ongoing refinement of LCPS visual identity and brand standards across print and digital communications.
- Coordinates campaign branding and visual storytelling in partnership with the Creative & Brand Services Supervisor and communications staff.

- Collaborates with videographers, web staff, social media staff and communications professionals to develop integrated creative content across multiple platforms.
- Provides creative consultation to schools, departments and division leaders and helps translate communications needs into effective visual solutions.
- Coordinates production specifications, vendor-ready files and print or digital deliverables as appropriate.
- Supports accessible design practices and ensures creative materials align with applicable accessibility requirements and division standards.
- Maintains organized creative files, templates and digital assets to support efficient production and consistent brand implementation.
- Monitors design, digital content and visual communications trends and recommends approaches that improve audience engagement and communications effectiveness.

Qualifications

Below are the minimum qualifications for this job. Equivalent combinations of education and experience are also acceptable.

Education

Bachelor's Degree in Graphic Design, Visual Communications, Communications, Marketing, Digital Media, or related field

Experience

- Five (5) years of progressively responsible experience in graphic design, visual communications, digital content, marketing, creative services or a related field.
- Demonstrated experience leading or coordinating creative projects involving multiple stakeholders, deadlines and communications channels.
- Experience developing visual communications for a complex organization, public agency, educational institution or similarly diverse audience preferred.
- Demonstrated portfolio of professional graphic design and digital content work.

Licenses and Certifications

Knowledge, Skills and Abilities

- Advanced knowledge of graphic design, typography, layout, visual identity, digital content and production principles.
- Advanced proficiency with industry-standard graphic design and creative production software.
- Strong project coordination skills with the ability to manage multiple assignments, timelines and stakeholder needs.
- Demonstrated ability to translate communications objectives and complex information into clear, engaging visual content.
- Knowledge of brand management and the ability to apply visual standards consistently across varied formats and platforms.
- Knowledge of digital accessibility principles and accessible design practices.
- Strong interpersonal and collaboration skills with the ability to provide creative guidance and work effectively across disciplines.
- Strong attention to detail, judgment and commitment to quality and continuous improvement.

Physical Requirements

The following provides a brief description of physical requirements for this job:

While performing the duties of this job, the employee is regularly talking, expressing or exchanging ideas by means of the spoken word. The employee must convey detailed or important spoken instructions to other workers accurately, loudly, or quickly. The employee must possess normal cognitive abilities including the ability to learn, recall and apply certain practices and policies. Work requires frequently sitting and/or remaining in a stationary position for long periods of time; exerting up to 25 pounds of force occasionally and negligible amounts of force frequently to lift, carry, push, pull or otherwise move objects.

Equal Opportunity Employment

The Loudoun County School Board seeks to cultivate a high performing team of professionals focused on its mission and goals. The School Board values merit and excellence within its workforce and encourages the highest levels of professionalism for all its employees.

The School Board also recognizes and values the diversity of the students and broader community it serves and encourages diversity within its workforce.

The Loudoun County School Board is an Equal Opportunity Employer. The School Board does not discriminate against qualified applicants or employees on the basis of actual or perceived race, national origin, ancestry, color, sex, sexual orientation, gender identity, pregnancy, childbirth or related medical conditions, marital status, age, religion, disability, genetic information, veteran status or any basis protected by law.

ADA Accommodations Disclosure

Under the Americans with Disabilities Act (ADA), Loudoun County Public Schools is required to provide reasonable accommodations to qualified employees with disabilities, unless doing so would pose an undue hardship. Qualified employees are those who hold the necessary education, skills, and experience for the job; and who can perform its essential responsibilities, with or without accommodation.

Remote Work Disclosure

The following guidelines apply to jobs and positions where employees have been identified as having the potential to work remotely. Remote work is defined as completing one's duties and responsibilities at a site other than one's assigned duty location. In order to be eligible for remote work privileges, an employee must have demonstrated consistent, positive performance and have the support and approval of their direct supervisor. In addition, these employees must have reliable high-speed internet and a designated workspace that allows them privacy while completing sensitive and confidential work. Employees who are non-exempt and are working remotely will work their regular scheduled hours and gain prior approval from their supervisor if they work more than 8 hours a day or more than 40 hours in a workweek. Remote work privileges can be amended, changed, or revoked based upon the performance of the employee, as well as the needs of Loudoun County Public Schools.