



Loudoun County Public Schools

HUMAN RESOURCES AND TALENT DEVELOPMENT JOB CLASS SPECIFICATION

10/14/2026

Coordinator, Communications (Internal Communications)

Pay Scale: B.2

Level: 16

FLSA Status: Exempt

Job Family: Administration

Primary Location: Administration Building

Department Overview

The Department of Communications and Community Engagement (DCE), formerly the Office of Communications and Community Engagement (CCO), serves as the voice of LCPS. The DCE provides in-house public relations, communications, and advertising services to the school division, ensuring two-way communications to help build reputation, attract and retain a world-class workforce (Employer of Choice) and provides support and information for schools, parents/guardians and other community stakeholders. The department produces strategic communications, superintendent messaging, social media campaigns, crisis and incident communications, and performs crisis and public relations functions for more than 13,000 employees and a community of more than 82,000 students across over 100 schools and facilities.

Job Overview

The Communications Coordinator for Integrated Communications leads and supports a range of communications initiatives that strengthen internal and external engagement across the division. This role oversees interdepartmental communications projects, serves as a communications liaison and consultant to other functions, develops compelling storytelling that highlights the work of schools and central departments, supports organizational communications and Freedom of Information Act (FOIA) coordination, and is an outstanding and accurate writer.

This position plays a key role in ensuring open, timely, and effective two-way communication that supports students, staff, families, and the broader community—while advancing LCPS as an Employer of Choice. The ideal candidate is a collaborative, people-centered communicator with strong writing and editorial skills, project management experience, and a passion for telling meaningful stories from start to finish.

The Communications Coordinator for Integrated Communications plays a vital role in ensuring that the voices, stories, and priorities of LCPS are clearly and effectively communicated, supporting trust, engagement and success for students, staff and the community.

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.

- Researches, writes and edits high-quality communications including feature stories, articles, media releases, fact sheets, newsletters, web content and internal communications, from concept to completion
- Applies strong journalistic writing and editorial skills to develop clear, engaging and fact-based messaging for a variety of audiences
- Identifies and elevates compelling stories across schools and departments that highlight student success, staff impact and innovative practices

- Provides internal and organizational communications support, including leadership messaging, employee communications, and coordination of timely notifications to staff and families, partnering with departments across the division to align communications planning with division priorities.
- Coordinates and supports the processing of Freedom of Information Act (FOIA) requests, including tracking requests and deadlines, gathering responsive records from schools and departments, and assisting with the preparation of responses. May take the lead on individual requests as assigned.
- Manages and coordinates multiple communications projects simultaneously, ensuring alignment with division priorities, timelines and quality standards
- Analyzes the internal and external communications landscape to identify opportunities to streamline, strengthen, and amplify messaging
- Analyzes data and leverage communications analytics to inform strategy and decision-making
- Supports multimedia storytelling efforts, including video planning, scripting and coordination
- Builds strong relationships with school leaders and staff to gather information and ensure accurate, timely messaging
- May occasionally attend after-hours meetings, including superintendent appearances

Qualifications

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

Education

Bachelor's Degree in Journalism, Communications, Public Relations, or a related field

Experience

Two (2) years of professional experience in communications, marketing, journalism, or a related field with demonstrated experience in journalistic writing, storytelling, and/or executive-level writing

Licenses and Certifications

Knowledge, Skills and Abilities

- Excellent writing and editorial skills, including the ability to develop story ideas and produce polished content from start to finish
- Strong project management skills with the ability to manage multiple priorities and deadlines
- Ability to manage sensitive information, maintain accurate records, and coordinate time-sensitive requests involving multiple departments.
- Experience supporting internal communications and employee engagement initiatives
- Ability to analyze data and apply insights to improve communication effectiveness
- Strong interpersonal skills; a collaborative approach that builds positive relationships across teams
- Excellent communication and organizational skills
- Ability to work a flexible schedule, to include evenings and weekends, from time to time
- Strong skills with Microsoft Office and Google Workspace tools; prior experience with Accessibility Checker and compliance a plus
- Professional judgment and discretion when handling sensitive information
- Possess the professional and personal characteristics necessary for working effectively with school personnel

Physical Requirements

The following provides a brief description of the 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. Frequently sitting and/or remaining in a stationary position for long periods of time. Exerting up to 25 pounds of force occasionally and/or a negligible amount of force frequently or constantly 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 an 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.