



Loudoun County Public Schools

HUMAN RESOURCES AND TALENT DEVELOPMENT JOB CLASS SPECIFICATION

Certified: 7/1/2021

Coordinator, Communications (Communications Strategy and Planning)

Pay Scale: B

Level: 16

FLSA Status: Exempt

Job Family: Administration

Primary Location: Administration Building

Department Overview

The Superintendent's Office provides leadership and guidance to all school sites and administrative offices throughout the Division. The Office works closely with the School Board to interpret policy, assure compliance, and provide strategic direction to the Division to meet the needs of students, parents, families, employees and community members. Additionally, the Office is home to the Division's internal audit, communications and community engagement, ombuds, legal counsel, and safety and security operations.

Job Overview

The Communications Coordinator for Communications Strategy and Planning plans and organizes major school events and produces various informational materials concerning the division. The Coordinator provides leadership to teams and projects that involve extensive cooperation between multiple departments or with external customers, prepares written and/or verbal presentations to be delivered to a broad variety of audiences and directs and oversees video production teams working on complex projects.

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.

- Directs and oversees video production team working on complex projects
- Administers and manages the Loudoun County Public School's (LCPS) Education TV channel
- Oversees the Peachjar electronic flyer system and is the coordinator for the LCPS Mobile APP
- Plans and organizes video production schedule and manage multiple priorities with minimal supervision
- Leads and determines conceptual outcomes for complex video productions to ensure project meets production goals, client needs, budget and timeline
- Leads and participates in planning and organizing major school events
- Develops and maintains effective working relationships with co-workers, other LCPS departments and the County of Loudoun staff
- Develops and prepares news releases, newsletters and other written materials for publication
- Responds to inquiries to the School District's Public Information Office

Qualifications

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

Education

Bachelor's Degree in Journalism or a related field

Experience

Two (2) years of professional experience in public relations, advertising, marketing, film/video production, or journalism

Licenses and Certifications

Knowledge, Skills and Abilities

- Demonstrated strong knowledge of effective principles and techniques of writing and editing
- Working knowledge of personal computers including Microsoft Office suite of applications
- Demonstrated effective project management skills
- Possesses the professional and personal characteristics necessary for working effectively with school personnel
- Ability to write effective informational materials, to communicate effectively, and to work under pressure and/or with frequent interruptions

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. Frequently sitting and/or remaining in a stationary position for long periods of time. Exerting up to 25 pounds of force occasionally and/or 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.