Loudoun County Public Schools

HUMAN RESOURCES AND TALENT DEVELOPMENT
JOB CLASS SPECIFICATION

Certified: 6/17/2026

Coordinator, Communications (Media Relations and Community Engagement)

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), 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 Media Relations and Community Engagement is responsible for outreach functions, including media relations, crisis management, and communications and outreach that lead to stronger engagement and partnerships within the Loudoun County Public Schools community. The Coordinator will be responsible for developing the plan to accomplish broader community awareness and engagement.

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.

- Executes customer service driven community outreach and engagement through media relations, and the development of engagement and partnership pathways for individuals and organizations that align with LCPS mission and vision
- Analyzes the internal and external communications landscape to identify opportunities to streamline and amplify, to increase positive impact for the students and the community
- Represents LCPS in community initiatives and at events that support LCPS goals
- Fosters positive and collaborative relationships with community residents, local nonprofits organizations, businesses, and student organizations
- Coordinates and executes key community engagement events
- Monitors and measures the success of community engagement strategies and budget and makes adjustments
- Networks and collaborates with local organizations and community leaders

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 marketing or communications

Licenses and Certifications
Valid driver's license

Knowledge, Skills and Abilities

- Demonstrated effective project management skills
- Ability to work a flexible schedule, to include evenings and weekends, in order to meet the needs of the community and be present at community functions
- Excellent communication and organization skills
- Knowledge of the LCPS community, community development issues, and experience working with diverse communities
- Strong skills with MS Office tools including PowerPoint, Excel, and Word
- Possesses the professional and personal characteristics necessary for working effectively with school personnel

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 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.