



## **Job Description**

**Job Title:** Coordinator II  
Media & Community Relations  
**Position Code:** 1E15, AE15  
**Job Classification:** Exempt

**Supervisor:** Director I  
Community Relations & Legislative Services  
**Pay Grade:** 42  
**Contract Length:** 245 Days

### **Job Summary**

Position is responsible for assisting director in developing and implementing a comprehensive public relations program. Serves as the information liaison between the school division, news media and community at large.

### **Essential Duties**

1. Assists the director in developing and implementing a comprehensive public relations program.
2. Coordinates external and internal communications and serves as the information liaison between the school division, the news media and the community at large.
3. Prepares news releases, regular news updates, and photo opportunities for the media on division activities, events and programs.
4. Coordinates with staff from other offices and departments to collaborate on the design, development, and implementation of programs that support system wide initiatives and priorities.
5. Collects data and prepares responses to requests for information about special projects; interprets special projects to the Board, staff, parents and the community; keeps abreast of latest initiatives within the school division.
6. Participates in awards ceremonies and recognition programs.
7. Models nondiscriminatory practices in all activities.

### **Other Duties**

1. Performs any other related duties as assigned by the Director I, Community Relations & Legislative Services or other appropriate administrator.

### **Job Specifications**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodation may be made to enable individuals with disabilities, who are otherwise qualified, to perform the essential functions.

### **Minimum Qualifications (Knowledge, Skills and/or Abilities Required)**

Bachelor's degree in liberal arts or education and training equivalent to four years of college education in journalism, public relations, communications or a closely related field. Must possess the ability to read and prepare correspondence, reports, forms, research papers, etc., using prescribed formats and conforming to rules of punctuation, grammar and style. Position requires the ability to record and deliver information, explain procedures, and communicate effectively, both verbally and in writing. Must have at least one year related experience. Excellent interpersonal skills required.

### **Working Conditions & Physical Requirements**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodation may be made to enable individuals with disabilities to perform essential functions. Must have the ability to sit and stand for special functions for extended periods of time; exhibit manual dexterity to dial a telephone, to enter data into a computer terminal; see and read a

computer screen and printed material with or without vision aids; hear and understand speech at normal levels; speak in audible tones so that others may understand clearly; physical agility to lift up to 25 pounds.

**Work Environment**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Duties are normally performed in an office environment. The noise level in the work environment is usually moderate.

**Supervision Exercised:** None

**Supervision Received:** Director I, Community Relations & Legislative Services

*This job description in no way states or implies that these are the only duties to be performed by this employee. The Coordinator II will be required to follow any other instructions and to perform any other related duties as assigned by the Director I, Community Relations & Legislative Services or appropriate administrator. Newport News Public Schools reserves the right to update, revise or change this job description and related duties at any time.*

**Approvals:**

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Supervisor Date

**I acknowledge that I have received and read this job description.**

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Employee Name (Print) Signature Date

Revised 6/10 (BB)