

Coordinator II, Public Information Specialist

Position Details

Job Code: U7400

Reference Code: A530

Division/Unit: Communications

Classification: Professional-Technical

Terms of Employment: [Step 39 of the Unified Administrative Salary Schedule, 12 Months](#)

FLSA STATUS: EXEMPT

Position Summary

This position functions as a unified employee and will perform assigned functions of the public information program within the Clark County School District and the community. The person selected for this position is directly responsible to the Director III, Communications Office, Communications Unit.

Essential Duties and Responsibilities

The list of Essential Duties and Responsibilities is not exhaustive and may be supplemented.

1. Develop CCSD's social media strategy and manage the District's social media platforms as well as continuously monitoring online content in relation to CCSD.
2. Create original content to be shared on CCSD's social media platforms to ensure alignment with the District's goals, deliverables and messaging.
3. Draft and post statements and responses to mitigate misinformation; respond to requests and direct messages from the community in a timely, efficient manner.
4. Create and manage social media campaigns to assist with increasing followers as outlined in the District's Focus: 2024 strategic plan. Analyze social media

analytics for best strategies and strategize to further the reach of social media content.

5. Assist with the product and content development of the Student Spotlight TV show that airs monthly on Vegas PBS.
 6. Serve as a researcher for the department and work with various departments to analyze and evaluate information, analytics, data and reports that are extensive, and break the information down into easy to understand content material for the general public.
 7. Develop and conduct in-service training, as required, regarding communications and media relations. Advise principals and other administrators on how to handle media inquiries.
 8. Track media inquiries, news stories and social media topics about CCSD to inform leadership about news coverage to help address community issues and work to improve the perception of the District.
 9. Attend regular meetings with staff, other CCSD administrators, community leaders, and parent/guardian organizations to assist with media interviews and requests.
 10. Coordinate the distribution of news clips to District leadership in a timely manner daily.
 11. Maintain daily contact with the media to promote school and District activities or respond to media inquiries.
 12. Provide support to schools and departments for parent/guardian messaging during crisis incidents and for large-scale events. Send out ParentLink messages for schools and departments.
 13. Write, edit, and supervise the production of news releases, publications, scripts, and other materials, as assigned.
 14. Develop, design, produce, and coordinate the production of promotional materials for internal and external distribution.
 15. Interface with District employees, the media, various agencies, the community, and the public to gather and provide internal and external communication.
 16. Assist District employees with media contacts, media inquiries, and public relations consultations and presentations to facilitate the communication of educational programs and activities.
 17. Possess interpersonal skills to include the ability to exercise tact, diplomacy, and courtesy.
 18. Perform other duties related to the position, as assigned.
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Position Expectations

1. Knowledge of and skills related to social media strategy, tactics, and best practices.
 2. Ability to work independently with minimal supervision and to meet project-predetermined deadlines.
 3. Ability to recognize the sensitive nature of information and to maintain confidentiality.
 4. Ability to work with outside vendors or consultants (i.e., printing companies, graphic designers, media/marketing firms, etc.).
 5. Ability to make presentations to groups.
 6. Ability to interpret and accurately apply written and oral instructions.
 7. Ability to write and speak clearly and concisely.
 8. Ability to recognize the sensitive nature of issues and maintain confidentiality.
 9. Ability to work cooperatively with employees, parents/guardians, students, the public, and media.
 10. Ability to recognize and report hazards and to apply safe work methods.
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Position Requirements

Education and Training

An earned bachelor's degree from an accredited college or university in Communications, Public Relations, Marketing, Journalism/Media, or a related field or currently serving as a professional-technical employee with the Clark County School District.

Licenses and Certifications

None specified.

Experience

1. Satisfactory service in corresponding or related positions or five (5) years of successful supervisory experience related to the administrative position.
2. Experience in the coordination of public information or marketing programs.
3. Experience writing, researching, and/or supervising the production of news releases and publications.
4. Experience working directly with and responding to media outlets, on both the local and national level.

Preferred Qualifications

1. Bilingual; at a minimum, the ability to understand and to make oneself understood to all Spanish-speaking individuals.
2. Supervisory experience related to the position.
3. On-camera experience and/or experience as a spokesperson.
4. Video editing experience and/or experience with graphic design and layout.

When applying for an administrative position, candidates must meet the minimum qualifications as listed on the appropriate position vacancy announcement.

AA/EOE Statement

The Clark County School District is proud to be an equal opportunity employer. The Clark County School District is committed to providing all applicants and employees equal employment opportunities without regard to race, color, religion, sex, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or military status or other characteristics protected by applicable law. Here at Clark County School District we are a diverse group of people who honor the differences that drive innovative solutions to meet the needs of our students and employees. We believe that through a culture of inclusivity we have the power to reflect the community we serve.

Job Revision Information

- Revised: 04/20/22
- Created: 04/20/22