

Coordinator III, Public Information Manager

Position Details

Job Code: U7402

Reference Code: A722

Division/Unit: Communications

Classification: Professional-Technical

Terms of Employment: [Step 40 of the Unified Administrative Salary Schedule, 12 Months](#)

FLSA STATUS: EXEMPT

Position Summary

This position is responsible to create, plan, organize, and coordinate operations and activities related to strategic communications such as social media, video and audio messages, the Student Spotlight television shows, and future venues that promote education programs, functions, goals, and objectives of the Clark County School District. This position is directly responsible to the Communications Director, Communications Department, Communications Unit.

Essential Duties and Responsibilities

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

1. Develop strategic communication programs and projects to support the mission and goals of the District.
2. Support and update crisis communication plans; represent the Communications Office during crisis situations, trainings, and drills.
3. Interface with District employees, media, agencies, the community, and the public to gather and implement internal and external communications.

4. Provide oversight of production of communications programs and projects, including related television shows and web-based media to meet deadlines and comply with quality standards; ensure program activities comply with District standards, policies, procedures, rules, and regulations.
5. Coordinate communications and information between District personnel and outside agencies to ensure proper and timely implementation of educational television activities.
6. Develop program content by communicating ideas between District personnel, outside representatives; receive, and respond to input from students, parents/guardians, agencies, and educators to improve future television productions.
7. Oversee related staff and production details, including content research, script writing and editing, location selection and reservation, participant availability, on-camera talent, and voice-over conduct; direct and coordinate other production details to ensure high-quality educational products.
8. Provide communications and technical expertise, information, and assistance to District personnel and participants, including video participants, regarding assigned programs, projects, and activities.
9. Assist in the formulation and development of policies, procedures, and programs.
10. Oversee the production of Public Service Announcements (PSAs) and Education Service Announcements (ESAs); coordinate tracking and reporting on such efforts.
11. Participate in the development of promotional strategies for educational television and web-based media.
12. Conduct school and community presentations to keep community members informed of program activities.
13. Oversee the development of and/or compose and develop television scripts, rundown sheets and production timetables.
14. Prepare and maintain various records and reports related to personnel and assigned activities.
15. Operate video production and editing equipment, as needed.
16. Attend and conduct a variety of meetings, as assigned; attend seminars to keep current regarding District communications plans and programs, television programming, strategic planning, and developments and improvements.
17. Develop and ensure proper implementation of website and social media content.
18. Participate in or assist District employees with media and public relations activities and presentations.

19. Serve as official District spokesperson and liaison, as directed, to provide information, promote educational programs or events, and in emergencies, as needed.
 20. Supervise and evaluate the performance of assigned staff.
 21. Perform other duties related to the position, as assigned.
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Position Expectations

1. Knowledge of strategic communications planning and implementation.
 2. Ability to identify existing or emerging communications opportunities and initiate application for the District.
 3. Knowledge of public information, broadcasting and journalism practices, procedures, techniques, and requirements.
 4. Knowledge of requirements for creating and producing educational television programs.
 5. Knowledge of organization and production of PSAs.
 6. Knowledge of principles, practices, and procedures involved in the development of program content, scripts, filming locations, on-camera talent, and voice-over writing.
 7. Knowledge of current social media Web sites and trends in digital communications, including requirements for creating and disseminating information through means other than print and broadcast.
 8. Knowledge of applicable laws, codes, regulations, policies, and procedures.
 9. Knowledge of public relations and public speaking techniques.
 10. Ability to communicate effectively both orally and in writing.
 11. Ability to prepare and deliver oral presentations.
 12. Ability to operate video production and editing equipment.
 13. Ability to coordinate information with key individuals to produce quality programming.
 14. Possess interpersonal skills to include the ability to exercise tact, diplomacy, and courtesy.
 15. Ability to work independently with minimal supervision and to meet project deadlines.
 16. Ability to recognize the sensitive nature of information and to maintain confidentiality.
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Position Requirements

Education and Training

An earned bachelor's degree from an accredited college or university in film studies, communications, public relations, journalism, or 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. Five (5) years increasingly responsible experience writing, directing, and producing communication plans, marketing materials, and television programming including two (2) years' experience working in an educational setting.
3. Documented experience in working successfully with local media outlets and working in video production and social media.

Preferred Qualifications

None specified.

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: 04/28/22
- Created: 11/14/14