

Coordinator II, Communications Specialist

Position Details

Job Code: 7401

Reference Code: A523

Division/Unit: Communications Unit

Classification: Professional-Technical

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

FLSA STATUS: EXEMPT

Position Summary

This position functions to promote the achievements of the Clark County School District. This position will work collaboratively with District leadership and other stakeholders in overseeing a variety of internal and external communications, including online publications. This position is directly responsible to the Director of Marketing, Communications Unit.

Essential Duties and Responsibilities

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

1. Develops and oversees the development and promotion of several regular and special internal and external publications for the District (CCSD Achieves online newsletter, Back to School Guide, Pocket Guide, Important Dates Calendar, etc.). Initiates and directs inquiries to unit chiefs providing content for publications. Edits responses from contributors and works with corresponding units, distilling information so that it is clear to employees, families, and the general public.

2. Assists the Director of Marketing with the establishment of a consistent brand and image strategy, including brand standards for the District. Supports and expands the District's brand through campaigns, publications, and other materials to promote the District and increase public awareness of success in schools.
 3. Seeks and evaluates research and other data sources to inform decisions and provide analysis and communication of education trends relevant to the goals of the District.
 4. Supports the overall objectives of the Communications Unit and engages in unit activities and events.
 5. Edits a monthly publication for the Clark County School District Board of Trustees that provides an update of important developments in the District. Works with unit chiefs and division administrators to gather content, edit copy, and produce the final version sent to Trustees.
 6. Drafts talking points for Trustees/Superintendent/District leadership for external and internal audiences (school dedications, speaking engagements, publications, etc.), as necessary.
 7. Works with internal and external stakeholders, CCSD executive leadership, school principals, and a range of community and business leaders on assigned committees and coordinates their activities (i.e., the School Name Committee, etc.).
 8. Utilizes desktop publishing, as directed, and applies layout and design concepts.
 9. Estimates costs, timelines, and materials per assignment for budget purposes.
 10. Performs other duties related to the position, as assigned.
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Position Expectations

1. Knowledge of federal, state, local mandates, laws, policies, regulations and rules applicable to the District and the unit.
2. Knowledge of educational needs, goals, and objectives of the District.
3. Knowledge and understanding of Family Educational Rights and Privacy Act (FERPA) regulations.
4. Knowledge of the competitive environment that CCSD schools are in with the increase in the number of charter schools in Clark County.
5. Knowledge of District organization, operations, policies, and objectives (for this position, a keen understanding of Policy 7223 is necessary, as is it informs the work of the School Name Committee and the naming of CCSD facilities).
6. Knowledge of policies and objectives of assigned programs and activities.

7. Knowledge of working with complex initiatives or programs involving internal and external audiences.
 8. Knowledge of what is required for effective newsgathering, writing, editing, and desktop publishing software to produce online publications.
 9. Ability to initiate and complete projects within budget and meeting timelines.
 10. Ability to demonstrate proficient computer skills.
 11. Ability to gain cooperation from various entities.
 12. Ability to write and speak clearly, concisely, and when appropriate, in a compelling manner.
 13. Ability to meet deadlines on multiple projects simultaneously.
 14. Ability to interpret and accurately apply written and verbal instructions.
 15. Ability to recognize the sensitive nature of issues and maintain confidentiality.
 16. Ability to work independently.
 17. Ability to work cooperatively with employees, advertising agencies, partners, Board of School Trustee members, District leadership, students, teachers, support professionals, administrators, the public, and media.
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Position Requirements

Education and Training

An earned bachelor's degree from a regionally accredited college or university or currently serving as a professional-technical employee with the Clark County School District.

Licenses and Certifications

A valid driver's license or state-issued identification card.

Experience

1. Satisfactory service in corresponding or related positions or five (5) years of successful supervisory experience related to the administrative position.
2. Minimum of at least two (2) years of successful experience in a related position utilizing tools such as graphic arts programs as well as other Web site software.

Preferred Qualifications

Degree in a related field such as journalism, communications, marketing, or advertising.

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

AA/EOE Statement

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: 04/03/23
- Created: 11/19/08