



**COORDINATOR, PUBLIC RELATIONS II**

**GENERAL RESPONSIBILITIES**

Under the leadership of the Chief Communications and Community Engagement Officer, the position is responsible for supervising the division's website, social media channels, graphic design and video projects, blogs and for serving as primary strategist for all external communications plans, as well as spokesperson for the school division on all digital platforms.

**ESSENTIAL FUNCTIONS**

(These are intended only as illustrations of the various types of work performed. The omission of specific duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.)

- Work with the Chief Communications and Community Engagement Officer to develop/implement public relations, marketing and media relations strategies and materials for addressing issues, promoting programs/services/events and communicating with the public.
- Manage multimedia and video services for the division, including concept creating, writing scripts, filming, and production of videos.
- Coordinate with Virginia Beach Television (VBTV) production staff to create video projects.
- Analyze department project requests, establish priorities and approve/deny requests for service.
- Provide strategic direction for multimedia team on content creation and distribution; develop recommendations and evaluate systems or services in place.
- Collaborate with department representatives, analyze requests and recommend best communications and distribution methods to achieve desired results.
- Produce printed and digital materials including brochures, flyers and booklets.
- Plan, implement, manage and monitor division's social media strategy in order to increase brand awareness.
- Develop engagement and marketing strategies and campaigns.
- Manage vbschools.com, including the creation of new web pages and accompanying graphics and multimedia for the website.
- Navigate, train and maintain website compliance under the Americans with Disabilities Act.
- Provide media relations, crisis communications and issues management counsel to schools and departments.
- Supervise the division's graphic designer and webmasters to ensure consistency in school division products, materials and digital brand.
- Direct the work of multimedia personnel, including task assignment, work schedule approval and job performance evaluation.
- Assist with the development of and conduct training in communications/public relations/personnel development.
- Confer with departmental staff concerning professional development, assess needs and arrange for appropriate training.
- Perform related work as required.



### **KNOWLEDGE, SKILLS AND ABILITIES**

Excellent knowledge and understanding of content management systems, mass notification software, graphic design and video production software such as Adobe Creative Suite. Must have a comprehensive knowledge of the principles, practices and procedures of website management, video production and digital communications. Must have experience as a successful leader and supervisor. Must have excellent oral and written communication skills; ability to conceptualize, initiate, monitor and evaluate new and/or current communication programs and outreaches; ability to leverage social media platforms as a communications tool; ability to establish and maintain effective working relationships with school officials, school administrators, teachers, staff and associates; and, the ability to work well under pressure handling regular and after-hours emergencies. Must be able to access the internet when working remotely.

### **EDUCATION AND EXPERIENCE**

**Required:** Bachelor's degree in communications, journalism, marketing, digital media or related field. Proficiency in Content Management Systems and WordPress, Adobe Creative Suite or other video and photo editing software, and both videography and photography.

**Preferred:** Experience in public relations and training in crisis/emergency communications.

### **PHYSICAL REQUIREMENTS**

Must have the use of sensory skills in order to effectively communicate and interact with other employees and the public using the telephone and personal contact as normally defined by the ability to see, read, talk, hear, handle or feel objects and controls. Frequent sitting, walking, bending, grasping, fingering, repetitive motion, and reaching. Occasional standing, stooping, crouching, and driving. Ability to lift up to 20 pounds frequently. Requires timely and regular adherence to established work schedules.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential tasks.

### **SPECIAL REQUIREMENTS**

- Possession of a valid driver's license
- Regular and reliable attendance is an essential function of this position.

FLSA Status: Exempt	Description: 7/20
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