

Coordinator IV, Senior Information Officer

Position Details

Job Code: U7403

Reference Code: A433

Division/Unit: Communications

Classification: Professional-Technical

Terms of Employment: [Step 41 of the Unified Administrative Salary Schedule, 12 Months](#)

FLSA STATUS: EXEMPT

Position Summary

This position functions as the primary support for communications, and public relations for the Superintendent's Office; and in collaboration with leadership, supports Clark County School District internal communications efforts. This position reports directly to the Communications Director, Media Relations Department, Communications Unit.

Essential Duties and Responsibilities

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

1. Coordinate and/or support the development and implementation of programs and initiatives that further the mission and goals of CCSD, and unit goals and objectives, as they relate to internal and external communications.
2. Support and update crisis communication plans, both internal and external, and represent the District, Superintendent, and the Communications Department during crises, trainings, and drills.
3. Interface with the District employees, media, agencies, and the community to gather and implement internal and external communications. Act as a spokesperson and liaison, as directed.

4. Write speaking points, video and television scripts, speeches, statements, correspondences, and any other text or materials for the Superintendent of Schools.
 5. In coordination with the Director of Communications, provides primary support on media related activities for the Superintendent of Schools.
 6. Develop regular and special publications and presentations for the Superintendent's Office.
 7. Support website and social media content for the District, but particularly for the Superintendent of Schools.
 8. Coordinate and/or assist with the planning, organization, and implementation of events for the Superintendent's Office and the Clark County School District Board of Trustees.
 9. In collaboration with CCSD's leadership team, updates and implements CCSD's strategic internal communication strategies on districtwide issues or matters that have an impact for all employees or entire employee groups.
 10. Provide guidance and recommendation to create transparent and two-way internal communications through available channels.
 11. Develop and help implement internal communications process flows, procedures, and takes the necessary action to provide training and support to internal departments to create effective and strategic internal communications.
 12. Work with the unit Chief and the Director of Communications to identify areas and topics of increased connection between external and internal communication and develop specific strategies to properly link efforts.
 13. Write reports, briefings, and updates on programs, activities, events, etc.
 14. Attend a variety of meetings, externally and internally, as assigned. Represent unit leadership or District departments, as needed.
 15. Support general unit objectives and participates in unit events and activities.
 16. Supervise and evaluate performance of assigned staff.
 17. Performs other duties related to the position, as assigned.
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Position Expectations

1. Knowledge of communications planning and implementation.
2. Advanced writing skills. Ability to develop, edit, and produce text in several forms for diverse communication channels.
3. Working knowledge of Associated Press (AP) Style, with willingness to learn and integrate custom CCSD style variations.
4. Demonstrate skill in message development, audience identification, and issue-management in alignment with CCSD's mission and goals.

5. Ability to accept direction and edits and to exercise tact and sensitivity when working with colleagues and key stakeholders.
 6. Demonstrate ability to write clear, accurate, compelling, and stylistically appropriate content. Thorough knowledge of the English language and its proper usage, in both oral and written communications and for a variety of goals and diverse audiences. Experience with sensitivity to messaging and content for intended audiences.
 7. Solid oral and interpersonal skills, tact, and diplomacy. Effective communication, collaborative, and interpersonal skills.
 8. Familiar with federal, state, local mandates, laws, policies, regulations, and rules applicable to the District and the unit.
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Position Requirements

Education and Training

An earned bachelor's degree from an accredited college or university in communications, marketing, journalism or in a related field or currently serving as a professional-technical employee with the Clark County School District.

Licenses and Certifications

A valid driver's license that allows the applicant/employee to legally operate a motor vehicle in Nevada.

Experience

1. Satisfactory service in a corresponding or related positions or five (5) years of successful supervisory experience related to the administrative position.
2. Eight (8) years of successful experience in a position that required writing, editing, directing, and producing marketing and communications plans and material.
3. Demonstrated experience in providing direct support to different levels of the organizational structure with exceptional customer service.
4. Advanced experience using different media including Web, social media, video, and traditional platforms to communicate messages and expand reach with varied audiences.
5. Experience with coordinating complex programs, initiatives, and activities that require the gathering, selection and generation of pertinent information to engage and inform internal and external audiences.
6. Demonstrated experience working with a variety of media outlets.

Preferred Qualifications

1. Experience implementing programs with high volume of interpersonal interactions and changing priorities.
2. Experience with graphic design and knowledge of different graphic design platforms.
3. Bilingual (advanced writing/speaking/reading) English and Spanish.

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: 05/05/22
- Created: 12/04/20