



## WALL TOWNSHIP PUBLIC SCHOOLS

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**Title:** District Communications Coordinator

**Qualifications:**

1. Shall be a graduate of an accredited college or university
2. Has knowledge and experience working with various communication platforms and systems
3. Strong writing and oral communication skills
4. Strong editing skills
5. Strong computer productivity, design, and layout skills preferred
6. Strong website management skills
7. Basic HTML and CSS knowledge preferred
8. Experience with print and mass media/social media tools
9. Strong research skills
10. Possess the ability to communicate effectively with all levels of individuals within the district

**Reports to:** Superintendent

**Job Goal:** To provide efficient and systematic professional communications with district stakeholders and media outlets to highlight achievements, accomplishments, and updates on district initiatives. To provide support to schools regarding various publications and communications.

**Performance Responsibilities:**

1. Collaborate and communicate with stakeholders to curate and distribute school and district communication updates. Manage and schedule recordings of district events and activities.
2. Coordinate monthly Board of Education meeting topics including achievements, written resolutions, and video displays and presentations. Board meeting attendance as needed.
3. Attend school, district, and community events, when appropriate, to assist with content curation for the district's website and social media platforms.
4. Provide consultation services to staff members regarding communication tools and platforms. Provide training and staff development as needed.
5. Design, maintain, and evaluate the information on and added to the district website and social media platforms.
6. Assist and support schools with communication translation for families of English Language Learners.



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7. Adhere to the rules of confidentiality and code of ethics as required of all school personnel.
8. Establish effective working relationships with co-workers and administrative staff; demonstrate and maintain positive interpersonal relations
9. Respond to emergency situations, both during and after normal working hours, for the purposes of receiving and conveying information needed for weather-related communications.
10. Serve as liaison between the school district and local media for the purpose of ensuring accurate dissemination of information and coordinating media coverage as appropriate.
11. Seek opportunities for and participate in relevant professional development and organizations for the purposes of improving knowledge and practice as well as staying updated on developments and advancements related to areas of responsibility.
12. Assist with office/administrative tasks as needed.
13. Perform any additional duties within the scope of his/her employment, as well as those that are assigned by the Superintendent of Schools.

### **Terms of Employment:**

12-month position; Salary-Non-Represented

### **Evaluation:**

Performance of this position will be evaluated annually in accordance with the provisions of the Board's policy on evaluation of non-certificated, non-represented personnel.

**Approved:** September 19, 2023