

**HATTIESBURG SCHOOL DISTRICT  
JOB DESCRIPTION**

TITLE: Communications and Community Relations Coordinator

**QUALIFICATIONS:**

1. Bachelor's Degree or equivalent experience in the field of journalism, communications, marketing, community/public relations or related experience
2. Strong organizational, communication, and interpersonal skills; ability to use technology to design and produce district publications
3. Demonstrate skills in writing, editing, and public speaking; knowledge of media relations and public relations functions
4. Ability to implement persuasive marketing/communication strategies

**SUPERVISES:** Print shop staff and operations

**REPORTS TO:** Superintendent

**JOB GOAL:** To coordinate all aspects of district communications, structure, while assuring accurate flow of information between the district and the public; directs overall publishing of forms and publications necessary to the smooth operation of the district; facilitate positive community relations. This role includes being the implementing effective community engagement strategies to help boost student achievement. This role will also include helping the schools develop and successfully implement community partnerships.

**TYPICAL DUTIES AND RESPONSIBILITIES:**

Such duties and responsibilities as may be assigned, including but not limited to:

1. Direct and manage the district's public relations and special projects activities
2. Serve as the information liaison between the school system and the community
3. Serves as point of contact for Quality Learning Task (QLT)
4. Publishes parent/community newsletters (quarterly at a minimum), calendars and other informative documents
5. Monitors and tracks community partners and volunteers
6. Provide the Hattiesburg School District Board of Trustees, through the Superintendent, with current information on special recognition of exemplary employee, student or partner performance
7. Serve as district spokesperson and coordinate media coverage.
8. Serve as the district emergency management communications director
9. Prepare press releases and publish articles and photos in local media and other publications
10. Assist school personnel to publicize and promote any performances, exhibitions, displays, or special programs sponsored by the schools
11. Work with HPSD departments to design, prepare, and edit district publications including newsletters, recruitment brochures, programs for special events, and other publications
12. Develop strong relationships with local media
13. Serve as district representative on community committees as required, and participate in campus and district-level decision making processes
14. Ensure that public information activities contribute to the attainment of district goals and objectives.
15. Coordinate activities with community partners to bring services to students and their families
16. Speak at civic organization meetings and make presentations to classes, as needed
17. Demonstrate use of appropriate and effective techniques to encourage community and parent involvement
18. Monitor the district website and assist the webmaster in updating the website
19. Supervise the district social media program and monitors school site social media
20. Serve as the district coordinator for parent involvement activities
21. Assist in the development and publication of reports related to the performance of the district and articulate district goals and objectives

22. Administer the communications/community relations budget and ensure the programs are cost effective and funds are managed prudently
23. Work with Title I parent involvement program budget
24. Provide professional development for the parent involvement program, as needed
25. Maintain confidentiality
26. Perform any other duties as assigned by Superintendent or designee

**TERMS OF EMPLOYMENT:**

In accord with the district Administrative Salary Schedule as approved by the Board of Trustees.

**EVALUATION:**

The position of the Communications and Community Relations Coordinator will be evaluated annually in accordance with provision of Board policy.