

# Woodland Public Schools

**Job Title:** Communication and Community Outreach Coordinator

**Reports to:** Superintendent of Schools or Designee

**Supervises:** WCC child care staff  
Community Education Staff

**Nature and Scope of Job:** Organizes, administers, and leads a comprehensive program of communication and community outreach which will include, but not be limited to:

- Develop, implement, and maintain ongoing district and school communications program.
- Promote positive internal and external community relations and ongoing two-way dialog between all stakeholders
- Develop, implement and supervise an effective Community Education program

**Qualifications:**

- Bachelor's degree in communications, public relations, journalism, marketing, or similar area. Demonstrated successful experience may be substituted for Bachelor's Degree.
- Successful experience in organizational communication, public entity experience preferred.
- Knowledge of principles of effective strategic communication
- Knowledge of principles of effective problem solving
- Successful experience in effective development and execution of strategic communication initiative
- Demonstrated commitment to continuous improvement of professional skill.

**Job Functions and Responsibilities:**

**Communications Coordinator:**

- Develop and implement ongoing and strategic communication with internal and external audiences.
- Serve as district media liaison
- Actively communicate using traditional media, social media, and emerging media.
- Coordinate emergency communications with superintendent, principals, and other managers.
- Ensure districtwide sensitivity to, and compliance with communication to our Spanish speaking parents and community members.

**Community Relations:**

- Develop proposals and implement programs and services targeted to specific stakeholder needs.

- Existing and proposed programs, policies and services to ensure their equitability and responsiveness to stakeholder administrator needs.
- provide recommendations for improvements in service to stakeholders
- Serve as a liaison to develop and maintain relations with parent and community groups and local agencies and jurisdictions.
- Investigate and work toward resolution of complex and sensitive concerns and disputes involving parents, students, staff, and administrators. (Stakeholders)
- Promote and facilitate opportunities for parent and community volunteer programs.

**Community Education:**

- Plan and develop courses, programs and services for youth and adults
- Identify local interests and needs for youth and adults
- Recruit instructors and evaluating courses
- Instruct afterschool and summer enrichment programs for youth
- Coordinate Community Education brochures and other marketing information for the district website, local newspaper and others, as needed.
- Design, prepare and disseminate informational flyers and brochures to the schools for Community Education Programs.
- Evaluate effectiveness of community education programs.
- Provide supervision and oversight to WCC child care program.

Perform any duties and responsibilities that are within the scope of employment, as assigned by the Superintendent, and not otherwise prohibited by law or regulation.

**EVALUATION:**

The Superintendent of her/his designee shall evaluate the Communication and Community Outreach Coordinator in accordance with District Policy, this Job Description, and such other criteria as shall be established by the Board of Directors.

**Pay and benefits to be negotiated with successful candidate.**