



HOWARD LAKE – WAVERLY – WINSTED ISD 2687

JOB DESCRIPTION OF POSITION:

Under the direction of the Superintendent/Administration promotes School District through media, online, and public appearances.

Job Title:	Laker Pride Coordinator	Revised Date:	11-13-17
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Job Description: Promotes School District throughout the community.

- To assist in:**
- Assessing, developing, implementing and evaluating districts communications and community relations program and strategies, including publications, media relations, technology communications and school/ community partnerships.
 - Encourage positive relationships and communication between administration, staff and community.
 - New and more effective methods of promoting HLWW schools.
 - Promoting HLWW schools by working with area business to reward students. (such as soliciting gift cards for student of the month)
 - Identifying issues and resources.
 - Development of vision/goals.
 - Build partnerships with businesses and local organizations.
 - Providing real-time responses to all issues and inquiries. Address each issue as an opportunity to promote/maintain public relations.
- Protect positive image and promote school spirit:**
- Build/develop community support for school.
 - Articulate and communicate school district mission, goals and objectives.
 - Coordinate Public Relations Booth at local Business Expos and other major community events.
- Promote achievements and special events through following:**
- Keep up to date on district activities and accomplishments to update public communications.
 - Compose article for “Pride of Education” in Herald Journal.
 - Facilitate and maintain Districts website and Facebook page.
 - Edits/updates bi-monthly mailer to be delivered to all district residents.
 - Take pictures at special events and submits to local media and or post on districts website/Facebook page.
 - Coordinate district open houses in fall.
 - Arrange for refreshments and hospitality for district events (such as choir concerts and Baccalaureate, etc.).
 - Reports to administration and School Board about Lake Pride activities.
 - Other duties as assigned.

Job Location:	District Wide	Company Industry:	Public School
Job Role:	Communications	Employment Status:	Part-time
Employment Type:	Employee	Manages Others:	No
Band-Grade-Sub Grade:	C-4-1		
State Job Match Points:	185		

- Qualifications:**
- * Excellent computer knowledge
 - * Strong interpersonal skills.
 - * Ability to multi-task in fast-paced dynamic environment.
 - * Excellent written and oral communication skill
 - * Organizational skills
 - * Knowledge of local community and school

Career Level:	Entry Level	Years of Experience:	[1-3 years]
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Degree: High school or Equivalent, Associates Degree

Non-Union

Approved By: Brad Sellner	Date Approved: 11/14/2013
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