

## JOB DESCRIPTION

**JOB TITLE:** Education Foundation Coordinator / LISD Public Information Coordinator

**REPORTS TO:** Superintendent

**DATE:** January 2014

**Wage /HourlyStatus:**  
**Pay Grade:**

Exempt

### **PRIMARY PURPOSE:**

#### **Education Foundation**

Responsible for the planning, direction, development, administration, supervision and implementation of a comprehensive internal and external development program that will successfully fund the programs of the Lindale ISD Education Foundation. To raise money and generate enthusiasm in the community and beyond for supporting education in Lindale ISD.

#### **Public Information**

Assist in promoting positive public relations between the school district and the community. Assists in planning and conducting public relations programs to create and maintain a favorable image for the district. Assists in preparing and providing information to the public about activities, goals, and school district policies. Assists in distributing pertinent information about the district and its activities to employees.

### **QUALIFICATIONS:**

#### **Education/Certification:**

Bachelor degree in journalism, communications, marketing

#### **Special Knowledge/Skills:**

Strong organizational, communication, and interpersonal skills

Demonstrated skills in writing, editing, and public speaking

Knowledge of media operations and public relations functions

Ability to communicate effectively (verbal/written), interpret policy, procedures, and data

Assist in coordinating special functions and events

#### **Experience:**

2 years working experience in related field preferred

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## **MAJOR RESPONSIBILITIES AND DUTIES**

### **DOMAIN 1: DISTRICT LEADERSHIP**

Assist in directing and managing the district's public information department.  
Promote a positive district climate through effective team building, group dynamics, and change strategies.  
Use appropriate conflict resolution skills effectively.  
Provide clear and accurate information related to program and district responsibilities.  
Participate in external organizations and/or programs as related to job assignment.  
Use decision-making processes in normal situations as well as difficult circumstances.  
Demonstrate genuine concern and regard for co-workers and supervisors.  
Model ethical standards for staff, colleagues, and community.  
Assist in serving as information liaison between the school system and the community at large.  
Maintain high productivity and effectiveness through consistent attendance on the job.  
Serve as coordinator of the Lindale ISD Education Foundation.

### **DOMAIN II: PROFESSIONAL KNOWLEDGE/DEVELOPMENT**

Exhibit knowledge of job role in performance of assistant duties.  
Stay abreast of educational issues and trends by reading and attending conferences and workshops.  
Network with professionals in other districts, universities, agencies, businesses, and organizations as related to assigned role.  
Assist in implementing policies/regulations established by federal and state laws, state board of education rules, and local board policy in assigned department.  
Assist in timely compiling, maintaining, and filing all reports.

### **DOMAIN III: PERSONNEL MANAGEMENT**

Participate in recruitment, selection, and orientation of district employees as assigned.  
Serve on interview teams as assigned.

### **DOMAIN IV: FISCAL MANAGEMENT**

Assist in compiling budgets and cost estimates based on documented program needs.  
Assist in managing and adjusting budget for department.

### **DOMAIN V: RESPONSIBILITIES OF POSITION**

Assist in planning and directing development and communication of information designed to keep public informed of district programs, accomplishments, and point of view.  
Assist in arranging for public relations efforts in order to meet needs, objectives and policies of individuals, special interest groups, business concerns, nonprofit organizations or governmental agencies, serving as in-house staff member or as outside consultant.  
Assist in preparing and distributing fact sheets, news releases, photographs, scripts, videos, tape recordings to media representatives or other persons who may be interested in learning about or publicizing district activities or messages.  
Assist in purchasing advertising space as required.  
Assist in arranging and conducting public contact programs designed to meet district objectives.  
Promote goodwill through publicity efforts including speeches, exhibits, films, tours, and question/answer sessions.

Represent the district during community projects and at public, social, and business gatherings. Assist in researching data, creating ideas, writing copy, establishing groundwork, contacting media representatives, or representing district directly before general public.

Assist in coordinating the planning, production, and distribution of district publications, internal and external.

Assist in coordinating internal/external flow of communication information.

Assist in production and distribution of information packets.

Assist in coordinating special events and recognition receptions, etc.

Assist in gathering information and produce board recognition programs.

Assist district departments in writing and producing newsletters, brochures, and press releases.

Assist coordinator in serving as information liaison between the community and the district.

Demonstrate awareness of district-community needs and assist in initiating -activities to meet those identified needs.

Demonstrate the use of appropriate and effective techniques for community, business, and parent involvement.

Assist the coordinator in developing and publicizing reports related to the performance of the district and articulation of district goals and objectives.

Assist in coordinating the district teacher of the year program.

Assist in maintaining a file and record of all educational news of the district.

Assist in maintaining historical data of the district.

Prepare all minutes, agendas, reports, etc. of Lindale ISD Education Foundation.

Assist Lindale ISD Education Foundation Board of Directors.

Assist in coordinating special events and fundraisers for Lindale ISD Education Foundation.

Assist Lindale High School Alumni Association in coordinating meetings, publications, special activities.

Prepare all written material relative to fundraising for Lindale ISD Education Foundation.

Maintain office of Lindale ISD Education Foundation.

Other duties as assigned by supervisor.