



**Job Title:** Communications Coordinator

**Exemption Status/Test:** Exempt

**Reports to:** Director of Communications

**Date Revised:** October 16, 2015

**Dept. /School:** Communications Department

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**Primary Purpose:**

Assist with daily implementation of various objectives, while maintaining a climate of support and understanding within GISD and its many publics.

**Qualifications:**

**Education/Certification:**

Bachelor's degree in Graphic Design, Communications or related field

**Experience:**

Three to five (3-5) years' graphic design or communications experience

**Special Knowledge/Skills:**

Strong organizational and interpersonal skills

Proficiency with Adobe Creative Suite and Microsoft Office Suite

Experience with commercial printing

Knowledge of Associated Press Style

Knowledge of the Texas Public Information Act and student privacy laws

Ability to meet established deadlines while managing multiple projects

**Major Responsibilities and Duties:**

**Public and Media Relations**

1. Design, prepare, and edit publications and presentations produced by the Communication Department.
2. Produce original digital artwork and graphic layouts for campus and district initiatives and events.
3. Provide writing and proofreading services as needed.
4. Coordinate with Printing Services or outside vendors for distribution of publications or projects.
5. Assist with planning and implementation of special events and programs.
6. Assist with maintenance and upkeep of the district website.
7. Establish and maintain relationships with district and departmental leadership to cultivate an effective channel of communications.
8. Maintain archives of digital assets.
9. Provide digital media support on request

**Policy and Law**

10. Effectively interpret policy, procedures and data.
11. Help maintain the district brand.

12. Demonstrate integrity while working with matters related to the Family Educational Rights and Privacy Act (FERPA) and Texas Open Records Law.

**Other**

13. Work both independently with minimal direction and collaboratively as part of a larger team.
14. Answer incoming calls and respond to routing inquiries from the public, media, Board of Trustees or staff as directed. Refer non-routine inquiries to the Director of Communications.

**Supervisory Responsibilities:**

None.

**Mental Demands/Physical Demands/Environmental Factors**

**Tools/Equipment Used:** Standard office equipment including personal computer, iPad and digital camera

**Posture:** Prolonged sitting, occasional bending/stooping, pushing/pulling, and twisting

**Motion:** Repetitive hand motions including frequent keyboarding and use of mouse; occasional reaching

**Lifting:** Occasional light lifting and carrying (less than 15 pounds)

**Environment:** May work prolonged or irregular hours; occasional districtwide and statewide travel

**Mental Demands:** Work with frequent interruptions; maintain emotional control under stress

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This document describes the general purpose and responsibilities assigned to this job and is not an exhaustive list of all responsible and duties that may be assigned or skills that may be required.