

**LIVINGSTON SCHOOL DISTRICT**  
**Livingston, New Jersey 07039**

**COMMUNICATIONS & COMMUNITY OUTREACH COORDINATOR**

**POSITION STATEMENT:** Provide a high level of support to the Superintendent by handling information being sent to and received from the public; act as his/her spokesperson and develop working relationships with the Livingston community as a whole. Identify, analyze and pursue funding opportunities through both public and private funding sources (i.e., grants, foundations) and prepare all information required for submission and receipt of potential funds.

**QUALIFICATIONS:**

1. Bachelor's Degree.
2. Previous experience with alternative revenue sourcing, foundation activities and grant writing strongly preferred.
3. Strong technological skills required to support and oversee District website.
4. Ability to effectively communicate with internal and external constituents.
5. Excellent written and interpersonal communication skills required.
6. Ability to attend events after school and on weekends.
7. Such alternatives to the above qualifications as the Board may find appropriate and acceptable.

**REPORTS TO:** Superintendent

**JOB GOALS:**

Communication

Working directly under the Superintendent of Schools, this individual will serve as the spokesperson for the district and will establish and maintain excellent working relationships with members of the school community and related external agencies and departments. Independently manage all facets of strategic communication, media, and government relations programs, using all available mediums, with emphasis on the use of the internet. Work under deadlines, in crisis situations, and at times, with topics and situations that require extreme sensitivity. Responsible for the seamless and accurate collection, synthesis and reporting of information to all stakeholders. Operate within budget and create salient pieces that are well received and understood by all constituencies. Demonstrate the ability to communicate effectively and accurately, both orally and in writing

Generating Revenue

Identify, analyze and seek available public and private funding opportunities to benefit the educational goals of the district. Provide assistance in the application of said grants by district employees. Initiate, contribute to and/or support LEF activities.

Web

Utilize the internet and other electronic communication programs to enhance communication between the schools and the community.

## **JOB RESPONSIBILITIES:**

### Communication

1. Provide counsel and assist Superintendent in interpreting public opinion about district. Work with Superintendent to develop programs to promote strong community outreach. Communicate proactively the rationale behind decisions. Address issues that impact the district. In a crisis, work with Superintendent to craft response/message.
2. Media relations
  - a. Encourage outside media to cover school events.
  - b. Field media inquiries.
  - c. Establish and maintain positive, professional relationships with members of the media.
  - d. Issue timely news releases on student, staff and district activities.
  - e. Provide school news to local newspapers (i.e., Tribune).
  - f. Work with staff to publicize performances, exhibitions and special programs and report school news.
  - g. Alert Superintendent and Board to notable publicity.
3. Participate in the writing, designing and preparation of all district publications.
4. Stay abreast of legislation affecting school districts.
5. Support special events such as Intergenerational Prom, retirement awards and staff recognition and activities.
6. Attend Board meetings and advise regarding presentations and publicity.
7. Maintain communications network with parents and key communicators within the schools and the community, including Senior Citizen coordinator, educational foundation, Township Hall, library, etc.
8. Manage District's emergency broadcast system.

### Web

1. Serve as web master and provide content to be published on the district's web site.
2. Collaborate with the technology department on the design of the web site as necessary.
3. Serve on Technology Committee.
4. Produce regular e-newsletter and e-blasts as necessary.

### Generating Revenue

1. Work with faculty and administrators to identify, via print and online sources and personal contacts, potential sources of grant support from foundations, businesses and government sources.
2. Procure appropriate materials and information, including applications and RFPs, necessary to fulfill grant requirements. Seek faculty support for relevant proposals.

3. Inform, interpret and recommend specific applications in agreement with Superintendent. Assume responsibility, with appropriate staff, for writing and/or coordination of appropriate project proposals being prepared for submission.
4. Disseminate information about grant proposals and results.
5. Initiate, contribute to and/or support LEF activities.

This position will also be responsible for other duties as assigned by the Superintendent.

**TERMS OF EMPLOYMENT:**

This is a twelve month position with compensation to be negotiated with the Superintendent and approved by the Board.

**EVALUATION:**

The performance of this position will be evaluated annually in accordance with the provisions of the Board's policy on evaluation.

Board approval date: July 14, 2008

Revised: October 9, 2017