

ROLE OF COMMUNICATIONS COORDINATOR

Background

Guided by the Division's mission, vision, mandate, principles and beliefs and motto, the Communications Coordinator will assist the Superintendent in fulfilling the general and specific aspects of the role description for the Superintendent as defined in the Education Act and Board policy, with the goal of increasing the awareness, trust, understanding and support of education in the Division.

Procedures

The Communications Coordinator is directly responsible and accountable to the Secretary-Treasurer.

The Communications Coordinator will have specific responsibilities for:

1. Communications

- 1.1 Liaises with the Superintendent and senior leadership to ensure positive Division internal and external communications are developed and maintained.
- 1.2 Develops and maintains a media relations plan that includes preparation and evaluation of media releases, and the development of effective media relationships.
- 1.3 Develops, maintains and implements, as required, a crisis communications plan.
- 1.4 Manages the Division's website and social media to ensure both are current and relevant regarding Division and school events and activities.
- 1.5 Evaluates school websites to ensure effective and relevant communication with stakeholders.
- 1.6 Initiates and organizes communications training opportunities for the Board, staff and School Councils.
- 1.7 Contributes to an organizational environment where positive communications about the Division and its schools are a shared responsibility.

2. Community Relations

- 2.1 Supports the Division's community engagement initiatives with particular attention to online engagement.
- 2.2 Supports the maintenance of positive and effective relations with stakeholders.
- 2.3 Participates actively in community affairs in order to enhance and support the Division's mission.
- 2.4 Develops and maintains positive and effective relations with provincial and regional government departments and agencies, when appropriate.

3. Promotions/Marketing

- 3.1 Co-ordinates advertising and promotion of Division and school programs and events.
- 3.2 Develops and evaluates promotional materials including advertising, media advisories, reports, plans and other documents.
- 3.3 Organizes and implements marketing campaigns aligned with Division priorities.

4. Policy/Administrative Procedures

- 4.1 Assists the Secretary-Treasurer in the planning, development, implementation and evaluation of Board policies and administrative procedures within areas of responsibility.
- 4.2 Ensures the application of Board policies and administrative procedures as required in the performance of duties.

5. Organizational Management

- 5.1 Within areas of responsibility, demonstrates effective organizational skills resulting in compliance with all legal and Board mandates and timelines and adherence to Secretary-Treasurer directives.
- 5.2 Contributes to a Division culture which facilitates positive results, effectively handles emergencies and deals with crisis situations in a team-oriented, collaborative and cohesive fashion.

6. Secretary-Treasurer Relations

- 6.1 Establishes and maintains positive, professional working relations with the Secretary-Treasurer.
- 6.2 Respects and honours the Secretary-Treasurer's role and responsibilities and facilitates the implementation of that role.
- 6.3 Provides information which the Secretary-Treasurer requires to perform his role in an exemplary fashion.

7. Professional Practices

- 7.1 Demonstrates superior interpersonal, communications and presentation skills.
- 7.2 Models excellent time management skills and an ability to work independently with minimal supervision.
- 7.3 Demonstrates an ability to work in a team oriented, collaborative environment.
- 7.4 Deals effectively with a broad range of stakeholders.
- 7.5 Maintains a professional attitude and appearance.
- 7.6 Exhibits a high level of personal, professional, and organizational integrity.
- 7.7 Demonstrates initiative, creativity, and innovation.
- 7.8 Demonstrates an understanding of and provides support for Board governance structures and Division priorities.

- 7.9 Commits to life-long learning and participates in meaningful professional development.
- 7.10 Maintains membership in appropriate professional associations for the benefit of the Division's communications needs.

Adopted/Reviewed/Reviewed: JUN 2016/NOV 2019/JUL 2023

References: Sections 11, 33, 52, 53, 68, 196, 197, 204, 222, 225 Education Act
Employment Standards Code
Freedom of Information and Protection of Privacy Act
Labour Relations Code
Occupational Health and Safety Act