

EDUCATIONAL SERVICE CENTER OF CENTRAL OHIO

JOB DESCRIPTION

COORDINATOR of POLICY and COMMUNICATIONS

Minimum Qualifications:

- Bachelor's degree or higher with training and work experience in communications, journalism, public relations, public policy or a closely related field.
- Documentation of a clear criminal record in compliance with state statute.
- Complies with drug-free workplace rules and Board policies.
- Excellent oral and written communications skills, using proper grammar and vocabulary.
- Demonstrated expertise in desktop publications, graphics, photography, website development and multi-media productions

Note: This assignment may require a valid driver's license and access/availability of a reliable vehicle. Employees must meet all prerequisite and ongoing qualifications to be covered by the service center's insurance carrier.

FLSA Classification: Exempt

Reports To: Deputy Superintendent

Job Objectives:

Coordinates the service center's internal and external communications. Works with service center administrators and NEOLA to keep Governing Board policies up to date and in compliance with constant changes in law. Informs the Superintendent and Deputy Superintendent of emerging issues and Governing Board policy updates.

Responsibilities and Essential Functions:

"The following duties are representative of performance expectations; however, the list below is not ranked in order of importance."

Communications

- Supervises, assigns, edits and approves work of ESC communications team
- Manages department budget and expenses
- Supervises and manages budget of ESC Publication Center (in-house print shop)
- Supervises and manages distribution and delivery of Publication Center jobs

- Implements communications plan aligned with strategic and tactical plans of the ESC
- Provides high quality communications and public relations assistance to school districts
- Supports writing and editing efforts in pursuit of federal, state and foundation grants
- Prepares executive communications and advises Superintendent, treasurer and agency leadership across departments around communications and awareness initiatives
- Develops and manages agency messaging, writing content for publications, websites, apps, social media, presentations and other services for internal and external audiences
- Manages the process of ensuring agency is working to meet all web accessibility requirements in cooperation with Center for Technology & Digital Learning
- Crafts stories in partnership with departmental subject matter experts
- Manages graphic design efforts, brochure design, collateral and other promotional pieces, ensure branding consistency across entire agency
- Builds and maintains agency and associated websites in cooperation with Center for Technology & Digital Learning
- Manage filming and editing of promotional videos
- Manages candid classroom and event photographs/videos
- Manages agency trade show attendance and strategic approach to build agency program and service awareness
- Supports agency in recruitment of staff efforts at education student career fairs and similar job fairs
- Serves as media relations representative when needed
- Works with special event planning
- Responsible for the branding of the Educational Service Center of Central Ohio.

Policy

- Advises and briefs agency Superintendent and high-level administrative staff regarding education and local government public policy issues
- Assists agency Superintendent and high-level administrative staff in aligning strategic direction of agency in accordance to external policy and customer needs
- Studies extensively local, state, national and international education and public policy research
- Provides high-level administrators and subject matter experts with research support
- Researches, locates and shares grant and request for proposal (RFP) funding opportunities with high-level administrative staff

- Provides district partners with research support based on requested needs
- Provides education and local government public policy information to partner districts and stakeholders
- Attends and/or tracks federal, state and local government board meetings, committees, sessions, etc. to provide up-to-date information for use by high-level administrative staff
- Reviews, edits, shares and submits to Superintendent and Governing Board all internal bylaws, policies and administrative guidelines
- Performs other specific job-related duties as directed by the Superintendent or his/her designee.

“Job performance is evaluated according to the policy provisions adopted by the Governing Board of the Educational Service Center of Central Ohio.”

Conduct:

Each staff member shall remain free of any alcohol or non-prescribed controlled substance and abuse of any prescribed controlled substance in the workplace throughout his/her employment with the ESC.

Terms of Employment:

Each staff member shall serve as a role model for students in how to conduct themselves as citizens and as responsible, intelligent human beings. Each staff member has a legal responsibility to help instill in students the belief in and practice of ethical principles and democratic values.

It is the employee’s responsibility to maintain proper certification/licensure and to initiate the renewal process in sufficient time to receive the updated certificate/license prior to the expiration of the present certificate/license

January 2020