

# Valparaiso Community School Corporation

Valparaiso Indiana  
3801 N. Campbell Street  
Valparaiso IN 46385

**Job:** **Community Relations Coordinator**  
**Reports to:** **Superintendent**  
**Hours/days:** **12 month, hours not to exceed 30 per week**  
**Hourly rate:** **\$15.00**

## **Job Summary:**

This position is responsible for the coordination of a comprehensive two-way communication process involving both internal and external publics, with the goal of stimulating a better understanding of the role, objectives, accomplishments, and needs of the school district. A primary function of this position is to fulfill the district's responsibility to inform the public how schools are performing and how they are allocating their resources.

## **Qualifications to be strongly considered:**

- Bachelor or Masters in an area relevant to coordinating and directing school/community relations such as public relations or communications.
- Previous experience in a public school environment.
- Working knowledge of the principles of business/school and community/school partnerships.
- Working knowledge of internal and external communication strategies.
- Mastery of communication skills – written, verbal, interpersonal.
- Proficiency with current technology, website management, and social media.
- Evidence of strong analytical and critical thinking and judgement skills.
- Associated with or accreditation by the National School Public Relations Association or Public Relations Society of America.
- Ability to connect with our non-school and business community members.

**Continued -**

**Duties and Responsibilities shall include, but are not limited to:**

- Assist the Superintendent in assessing and interpreting public attitudes.
- Identify and help shape policies and procedures in the public interest.
- Carry out involvement and information activities which earn public understanding and support.
- Serve as public relations counsel to the Superintendent.
- Handle all aspects of the school district's publications such as external and internal newsletters, brochures, bulletins, letters, etc.
- Ensure branding is maintained.
- Promote positive media relations and coverage.
- Develop a comprehensive communications plan for the district.
- Promote the district's strengths/achievements.
- Vigorously publicize student, faculty, and staff achievements.
- Conduct information campaigns for district referendum.
- Research and develop communication strategies for the Superintendent.
- Represent the district in various community organizations.
- Promote the development of collaborative initiatives between the schools and local business.
- Perform other duties deemed appropriate and as assigned by the Superintendent.

**Submit application information to AppliTrack using the following link:**

**<https://www.applitrack.com/valpo/onlineapp/>**