

**Hernando County School Board
Florida**

FLSA: Exempt, Non-Union

COORDINATOR OF COMMUNICATIONS AND GOVERNMENT RELATIONS

Required Qualifications:

- Associate's Degree in Electronic Technology or a related field or a minimum of five (5) years of experience in a broadcast facility
- Leadership experience
- Television production experience or certified upper-level video production training
- Must be able to operate production equipment with professional results
- Proficiency in non-linear video editing
- Proficiency in general IT implementation and troubleshooting

Desired Qualifications:

- Bachelor's Degree in Communications or related field
- Experience with digital signal encoding and distribution
- Experience with live video and audio production
- Project management experience

Performance Responsibilities:

- Oversee the use and implementation of technology utilized for the purpose of communication by the district
- Serve as the central location for the gathering and distribution of information, including the district calendar, to ensure accuracy of content and consistency of format
- Assist in the ongoing development of the district's website to include extensive and valuable links to information for students, parents and the community
- Supervise Communications and Government Relations Dept. staff
- Supervise the operation of the district's television facility
- Coordinate and facilitate all activities associated with maintaining the District's Federal Communications Commission (FCC) license(s), cable-access channel (HITV) and other communications networks
- Coordinate full-time, part-time and volunteer staff when needed to perform large-scale productions
- Maintain all studio, editing and production equipment to component level
- Maintain communication distribution systems
- Maintain district media library in accordance with Sunshine State Law
- Demonstrate and educate, when possible, staff and students in the use of video production skills
- Keep the Public Information Officer abreast of all ongoing situations
- Perform voice-over work as needed

- Serve as Public Information Officer in their absence
- Coordinate and manage all aspects of video and audio production
- Control and manage live broadcast of meetings of the school board
- Provide audio and video support as needed
- Perform other duties as assigned by the Public Information Officer and/or designee

Physical Demands:

Exerting up to 50 pounds of force occasionally and/or up to 20 pounds of force frequently, and/or up to 10 pounds of force regularly or as needed to move objects

Reports to:

Reports directly to the Public Information Officer and/or designee

Evaluation:

Annual evaluation done by the Public Information Officer and/or designee

Terms of Employment:

12-month employment

Salary:

Salary based upon approved salary schedule - Professional/Technical/Supervisory Category F

Job Code:

91008

Board Approved: 12/18/01

Revised: 01/20/09, 03/03/09, 07/28/09, 01/11/11, 05/17/11, 06/10/14 , 06/25/19

Coordinator of Communications and Public Relations