



## COMMUNICATIONS COORDINATOR

<b>BULLETIN NUMBER:</b>	218/E/18	<b>DATE POSTED:</b>	May 29, 2018
<b>SCHOOL:</b>	<b>LOUIS RIEL SCHOOL DIVISION BOARD OFFICE</b>		
<b>COMMENCING:</b>	As soon as can be arranged		
<b>COMPENSATION:</b>	Competitive Salary		
<b>HOURS:</b>	7 hours per day, 5 days per week, 12 months per year		

**POSITION DESCRIPTION:**

Reporting to the Superintendent of Schools, the Communications Officer is responsible for initiating, coordinating, executing and evaluating communications initiatives, both internal and external, related to the Louis Riel School Division. Duties include, but are not limited to:

- **Issues management** – Based on an environmental scan designed to identify current and emerging issues in public education and specifically Louis Riel School Division (LRSD), ensure effective communication with all publics, both internal and external, and develop strategies to initiate proactive and timely communication.
- **Communications planning** – Contribute to the creation and implementation of an annual communications plan designed to communicate the Division’s broader organizational goals. The plan would identify messages, target audiences, goals, the manner and frequency with which communication would take place and the means to evaluate the effectiveness of any communications initiatives.
- **Internal communications** – Contribute to the creation of digital, print, web-portal, and audio/visual content related to the development and nurturing of a collaborative and engaged community culture within the Division. The content may include e-newsletters, videos, PowerPoint, recognition, special events and other supports deemed necessary.
- **External communications** – Contribute to the creation of communications products and services geared towards a single audience, or a selection of audiences not employed by the Division. These audiences include students, parents, members of the community at large, organizations such as MSBA and MASS and government officials. The content may include print and audio/visual materials, e-newsletters, paid advertising, PowerPoint, special events and oversight of the Division’s website and social media content.
- **Media relations** – Nurture a proactive working relationship with local media outlets such that LRSD is seen as the go-to source for information on issues related to public education in Winnipeg. Provide support to the Superintendent and the Senior Administration Team in addressing media inquiries and the development and maintenance of a local and national media contact database. May also provide media relations advice and support to school administrators as required. Monitor and maintain a log of media contacts for the Division and schools.
- **School Board** – Provide support to the Chair and Vice-Chair on communications related initiatives.
- **Crisis communications planning** – Assist to manage the various communications needs that result from an unexpected, urgent situation such as a school bus accident, school fire, lock-down or other similar occurrence. Planning for the timely provision of information to Divisional staff, members of the community and the news media would be of paramount importance.
- **Other related duties** – performs other related duties within this classification as required.

**REQUIRED AND PREFERRED QUALIFICATIONS:**

Applicants require a diploma in Creative Communications or other recognized program in Public Relations or Communications with a minimum of three years of work experience in a corporate setting. Attention to detail, the ability to manage multiple projects and deliver on deadline are essential. Demonstrated experience working with the news media is required and experience and knowledge of the public-school system and working with public organizations is considered an asset.

**APPLICATION PROCEDURE:**

**Please apply by using the LRSD online submission process at [www.lrsd.net](http://www.lrsd.net).** Upload your resume and cover letter including the names of three references, and address to: Lisa Aitken, Assistant Superintendent, Louis Riel School Division

**APPLICATION DEADLINE:****4:00 p.m., Friday, June 1, 2018****IMPORTANT NOTES RELATING TO YOUR APPLICATION:**

- Bulletin number must be quoted on each application; a separate application is required for each job Bulletin.
- Offer of employment with the Louis Riel School Division will be subject to the results of a Criminal Record Check (including Vulnerable Sector Search) and a clear report from the Child Abuse Registry.
- We thank all applicants for their interest; however only those selected for further consideration will be contacted.

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