

Job Description

Job Title: Coordinator, Graphic Design & Branding

Supervisor: Executive Director,
Public Information & Community
Involvement

Position Code: 1E13, AE13, RE13

Pay Grade: 39

Job Classification: Exempt

Contract Length: 245 Days

Job Summary

Position is responsible for providing a variety of branding, marketing and public relations services and products to facilitate and enhance community knowledge and awareness of the school division and programs, accomplishments, and events and activities; performing an array of specialized duties to include preparation, composition, design, editing and distribution of promotional materials and publications; photography; and assisting with planning special events.

Essential Duties:

1. Provide a variety of branding, marketing and public relations services to facilitate and enhance knowledge and awareness of school district programs, events, activities and accomplishments; summarize complex information gained through interviews and budget and statistical documents into a concise and understandable format for the public.
2. Develop and implement marketing and communications plans and campaigns for school district departments and activities.
3. Prepare, plan content, compose, design, edit and publish a variety of promotional materials and publications including brochures, newsletters, advertisements, reports, guides and posters using Adobe InDesign, Adobe Photoshop, and other professional desktop publishing software.
4. Photograph various subjects, interview participants, special events and awards presentations to produce print and web-ready publications; manipulate graphic and photographic images.
5. Develop and maintain graphic identity manual for clear and consistent communication of the school district's identity; provide assistance to school division personnel and others concerning composition, layout and production of publications.
6. Provide support for annual special events or other projects as required.

(These are intended only as illustrations of the various types of work performed. The omission of specific duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.)

Other Duties

1. Performs other related duties as assigned by Executive Director, Public Information & Community Involvement or appropriate administrator.

Job Specifications

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities, who are otherwise qualified, to perform the essential functions.

Minimum Qualifications (Knowledge, Skills & Abilities Required)

Requires Bachelor's degree with major coursework in public relations, graphic design, communications or a related field; minimum three years' experience preferred. Must be proficient in Adobe InDesign, Adobe Photoshop, and other professional desktop publishing software; and Microsoft Word and Excel. Must possess the ability to establish and maintain effective working relationships with administrators, students, teachers, parents, and community based-organizations. Must possess the ability to read and prepare correspondence, reports, forms, research papers, etc., using prescribed formats and conforming to rules of punctuation, grammar

and style. Position requires the ability to record and deliver information, explain procedures, and communicate effectively, both verbally and in writing.

Working Conditions & Physical Requirements

Must have the ability to sit and stand for extended periods of time; exhibit manual dexterity to dial a telephone, to enter data into a computer terminal/typewriter, and to perform; see and read a computer screen and printed material with or without vision aids; hear and understand speech at normal classroom levels and on the telephone; speak in audible tones so that others may understand clearly in normal classrooms and on the telephone; physical agility to lift up to 25 pounds.

Supervision Exercised: None

Supervision Received: Executive Director, Public Information & Community Involvement

This job description in no way states or implies that these are the only duties to be performed by this employee. The Coordinator, Graphic Design & Branding will be required to follow any other instructions and to perform any other related duties as assigned by the Executive Director of Public Information & Community Involvement or other appropriate administrator. Newport News Public Schools reserves the right to update, revise or change this job description and related duties at any time.

Approvals:

Supervisor _____ Date _____

I acknowledge that I have received and read this job description.

Employee Name (Print) _____ Signature _____ Date _____

Revised 08/2025 JSA