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Communications & Administrative Coordinator
(Exhibit A)

Department: Classified Administrative
Supervisor: Executive Assistant
Status: Full-time, Non-Exempt
Salary: $23 hr - $28 hr D.O.E.

Reporting Days: *231 days (Start 07/01/2026 – 06/30/2027 Stop)*
Hours*: Monday - Friday, 8:00 a.m. – 4:30 p.m. approx.(40hrs)*
** shifts vary;may require evenings and travel*

SUMMARY

The Communications & Administrative Coordinator is responsible for supporting Golden Charter Academy's social media presence, school communications, administrative operations, and organizational activities. This position creates and manages engaging content, supports communication with students, families, staff, community partners, and the public, and provides general administrative and clerical support to ensure efficient school and business operations.
The position requires strong organization, communication skills, attention to detail, confidentiality, sound judgment, and the ability to manage multiple responsibilities in a fast-paced school and business environment.

MISSION ALIGNMENT

The Communications & Administrative Coordinator is expected to support and advance the mission, vision, and values of Golden Charter Academy through all communications, administrative activities, and public-facing interactions.

This position plays an important role in promoting the school's educational programs, student achievements, community engagement, and organizational goals. The employee shall ensure that communications and interactions reflect the school's commitment to academic excellence, professionalism, integrity, respect, and service to students and families.

The employee is expected to exercise sound judgment when representing the school and contribute positively to the school's reputation and relationships with students, parents, staff, community partners, and the general public.

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Initials

(559) 293-3157 | info@goldencharteracademy.org
452 N. Pacific Ave Fresno, CA 93706

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ESSENTIAL DUTIES AND RESPONSIBILITIES

Communications & Social Media

- Develop, schedule, and publish content across all school social media platforms.
- Create and curate content, including digital graphics, photos, videos, and written posts.
- Monitor social media channels and respond to comments, messages, and inquiries in a timely and professional manner.
- Track and analyze social media performance metrics and prepare regular reports.
- Maintain brand consistency across all social media platforms.
- Stay current on social media trends, best practices, and emerging platforms.
- Coordinate social media campaigns and promotional initiatives.
- Assist in developing and implementing social media strategies to increase engagement and reach.
- Support school communications and inquiries as needed, including the preparation and dissemination of school-related materials and information.
- Collaborate with internal departments to support organizational and school communication goals.
- Oversee and coordinate media inquiries received through social media channels in collaboration with the appropriate departments.
- Communicate professionally with students, families, staff, community partners, media representatives, and members of the public.
- Participate in campus tours to families who are new or interested in enrolling. This will require communication with our office team.
- Monitor social media activity for potential violations of the organization's social media policies and guidelines.
- Collaborate with external marketing and communications agencies on school campaigns and initiatives.
- Draft media releases and coordinate communications with local news outlets for school events and announcements.
- Document and report suspected or confirmed social media policy violations to Human Resources for review and appropriate action.
- Maintain records of media inquiries, social media incidents, and policy violation reports as required.
- Work collaboratively with Human Resources and school leadership on sensitive communication matters.
- Coordinate and monitor the work of the Social Media Content Creator, ensuring requested photos, videos, graphics, and other content are submitted accurately and within established timelines.
- Monitor the Social Media Content Creator's work performance, work product, deadlines, and adherence to established expectations, and document concerns or performance issues.
- Review and submit the Social Media Content Creator's timesheet for accuracy and timely submission in accordance with school procedures.

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Administrative & Clerical Support

- Perform a variety of general clerical duties, including word processing, filing, checking, recording information, mail sorting and data entry.
- Maintain and organize digital and physical filing systems.
- Prepare, proofread, and distribute correspondence, memos, newsletters, reports, and other school-related materials.
- Assist school and business administration with administrative, secretarial, and clerical support.
- Provide administrative support for Board matters, including preparation of materials, coordination of logistics, and follow-up as needed.
- Support school communications and inquiries as needed, including providing routine information and directing inquiries to the appropriate staff member.
- Perform reception-related duties as needed, including answering phones, receiving visitors and packages, and providing or directing routine information.
- Operate standard office equipment and computer-based systems, including computers, printers, copiers, email, telephone systems, and other organizational technology.
- Assist with school events, gatherings, and organizational activities.
- Help maintain the cleanliness, organization, and professional appearance of office spaces.
- Collaborate with other departments to support school and business operations.

Accounting & Business Support

- Assist with the school's accounting and accounts payable functions, including basic invoice processing and data entry.
- Assist with financial and administrative record-keeping as directed.
- Maintain confidentiality and exercise discretion when handling financial, personnel, student, and other sensitive information.

Education and Experience

- Bachelor's degree in Communications, Marketing, Public Relations, Journalism, or a related field, or equivalent experience.
- Experience managing social media platforms for an organization.
- Excellent written and verbal communication skills.
- Strong organizational and time-management abilities.
- Proficiency with social media management and analytics tools.
- Ability to maintain confidentiality and exercise sound judgment when handling sensitive information.

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CERTIFICATIONS & COMPLIANCE REQUIREMENTS

- LiveScan fingerprint clearance (required prior to employment).
- TB clearance (updated every 4 years).
- CPR/First Aid/AED certification (Adult & Pediatric, updated every 2 years).
- Hold and maintain a valid California Driver' s License; proof of automobile insurance; and full time use of a dependable automobile that is insured pursuant to California regulations

PHYSICAL REQUIREMENT AND WORK ENVIRONMENT

This job primarily operates on a school site and in classrooms, and utilizes typical office equipment (computers, phones, photocopiers, etc.). While performing the duties of this job, the employee is regularly required to speak, stand, write, talk, walk, see, stoop, kneel, crouch, or crawl. The employee must occasionally lift and/or move up to 30-50lbs. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, and the ability to read small print. The employee must frequently bend, reach above the head, as well as forward, and use fine motor skills. The information contained in this job description is for compliance with the Americans with Disabilities Act (ADA) and is not an exhaustive list of the duties performed for this position. Additional duties are performed by the individuals currently holding this position and additional duties may be assigned.
Generally, the job is 60% Stationary and 40% moving/traversing. Travel required to attend meetings off campus. The above statements are intended to describe the general nature and level of work being performed.

NOTE: *This job description is intended to provide a general overview of the requirements for this position and is not exhaustive. Other duties and responsibilities may be assigned as needed. If an accommodation is needed, please contact HR at HR@goldencharteracademy.org.*

_____
Full Name (print)

_____ _____
Signature **Date**