



## **SAN MATEO-FOSTER CITY SCHOOL DISTRICT JOB DESCRIPTION**

**TITLE:** Communications Specialist  
**CERTIFICATED/CLASSIFIED:** Classified  
**REPORTS TO:** Coordinator, Community Services  
**EVALUATED BY:** Coordinator, Community Services

### **QUALIFICATIONS:**

- Bachelor's degree from an accredited college or university with major coursework in English, journalism, public relations, marketing, communications or a related field;
- Two (2) or more years of professional-level public/media relations or related experience;

### **DESIRED QUALIFICATIONS:**

- Spanish fluency
- Video production and editing skills and/or experience

**JOB GOAL:** The District is seeking a creative, technology-savvy Communications Specialist to assist with the District's internal and external communications and community outreach. The Communications Specialist is responsible for utilizing the District's communications systems and various media including print, social and digital media, video and web to support the District's communications goals. The Communications Specialist works collaboratively with District departments, school teams and stakeholders to build mutual trust and two-way dialogue. The Communications Specialists will also develop and complete projects independently.

The District serves approximately 11,000 students in grades TK-8 in 21 schools and an early childhood preschool program.

### **ESSENTIAL FUNCTIONS:**

- Create written and visual content, and assist in the layout and production of internal and external communication materials including flyers, newsletters, reports, brochures, pamphlets, etc.;
- Manage the update of District and school websites, both creating content and coordinating with District webmasters who are responsible for keeping information up-to-date. Support District webmasters with training, best practices and timelines for updating District and school web pages;

- Administer the District's mass communication system, sending messages and ensuring effective ongoing operation at District and sites;
- Provide support to staff as needed related to the use of additional communication platforms, as needed;
- Assist in the development of a social media strategy and calendar for the District. Create and post approved content to District social media accounts;
- Photograph / video events and maintain visual assets. Work with Student Services to ensure the completion of annual media releases;
- Assist in developing and administering an annual District editorial calendar to increase public awareness, outreach, engagement and promotional efforts for the District, and publicize SMFCSD programs, services and accomplishments;
- Assist in the development of communication metrics and to evaluate traffic patterns and the effectiveness of communication tools;
- Support the District in emergency situations with prompt and accurate internal and public communications;
- Administer the annual Student Accountability and Report Card (SARC) compliance and the District's scholarship program for grades 5 and 8;
- Assist in planning, organizing, publicizing and facilitating in-person and virtual meetings (via Zoom, Google Meet or other platform), celebrations and special events;
- Support the Communications Committee;
- Attend meetings and at times on behalf of the Coordinator of Community Services;
- Perform other duties as assigned.

#### **KNOWLEDGE SKILLS AND ABILITIES:**

- Excellent oral and written communication skills and ability to write in different styles depending upon the material and medium;
- Ability to be an active listener with attention to detail;
- Knowledge and skills to work with current technologies used in communication, including web content management systems, social media, photo editing, desktop publishing, graphic design, Google Suite and Microsoft Office;
- Strong project management skills with proven ability to handle multiple projects at one time;
- Working knowledge and/or strong desire to learn video production and editing;
- Creative skills to identify problems, review facts, and develop/propose possible solutions;
- Positive, professional and calm communication skills, service-oriented with the ability to work collaboratively as well as independently with minimal supervision;
- Ability to appropriately handle confidential information;
- Available to work on off hours as needed for events, meetings or messages, and have access to reliable transportation to visit school sites.

**PHYSICAL DEMANDS:**

- Vision for reading including a computer screen and small print materials;
- Hearing and speaking for communication including over the phone;
- Dexterity of hands and fingers to operate a computer keyboard and other office equipment;
- Ability to lift, push, pull and/or carry supplies and/or papers weighing no more than 20 lbs.;
- Mobility to move through buildings and in rooms at different sites;
- Sitting and standing for extended periods of time.

**LICENSE:**

California Driver License