

TITLE	<b>Communications Specialist</b>	REPORTS TO	<b>Communications Manager</b>
DEPARTMENT/SC HOOL:	<b>Superintendent's Office</b>	CLASSIFICATION :	<b>Non-Administrative Classified Technical</b>
FAIR LABOR STANDARDS ACT CLASSIFICATION:	<b>Non-Exempt</b>	WORK YEAR: HOURS:	<b>12 months/Calendar 2000 7.5 hours per day or duty days/hours as assigned</b>
APPROVED: Board: Commission:		SALARY GRADE	<b>Schedule: Range:</b>

### **BASIC FUNCTION:**

The Specialist will work closely with the Communications Manager to ensure consistency and quality across District communications and adherence to the District's strategic communication goals and priorities.

Under direction of the Communications Manager, the Communication Specialist performs a variety of specialized duties in the research, preparation, composition, design, writing, editing and distribution of a variety of materials in print, video and/or electronic format; develops and maintains a specialized knowledge base and skill set relevant to assigned communicating duties, including, but not limited to: website structure, social media platforms, site/department communication strategies, and evolving trends in communications; support objectives, including public relations efforts and strategic communication plans, staff professional development, community outreach initiatives, and stakeholder engagement activities that build support and understanding for the District's schools, programs and initiatives.

### **REPRESENTATIVE DUTIES**

#### **Essential Duties:**

- Provide support to the Communications Manager to ensure effective communications tactics and best practices.
- Prepare written and multimedia content for social media platforms, District website, newsletters, internal platforms, television and other mediums as assigned.
- Prepare, design, edit, and distribute a variety of materials including, but not limited

to, promotional materials, advertising collateral, posters, camera-ready artwork, guides, handbooks, brochures, and signage.

- Participate in the coordination and implementation of public, employee, and media relations strategies at the District level or for a school/program.
- Contribute to the development of comprehensive communication, human resources outreach, and community engagement plans.
- Photograph and/or video record and edit District programs and events for publications and other uses.
- Communicate with other departments and staff regarding the coordination and distribution of information; visit school sites and other departments to research materials.
- Work collaboratively with school sites and media to meet District objectives.
- Attend school, District and community events to gather the news, pictures, etc., for use in public information releases and promotions.
- Interview District staff, students, community members and other stakeholders for multimedia content.
- Serve as a resource to District administrators and staff and provide assistance concerning writing, editing, composition, layout, and production of public relations materials as needed, including for human resources outreach
- Support town halls and other special events as instructed.
- Support emergency communication efforts through the production of written and recorded messages across multiple platforms.
- Monitor and track news media and social media activity concerning the District and its schools; maintain ongoing awareness of current school district and community issues.
- Provide excellent customer service; develop and maintain professional relationships with news media, business representatives, community members, families, students, and district employees.

#### Other Duties

- Other duties as assigned.

### **MINIMUM QUALIFICATIONS**

#### **EDUCATION/EXPERIENCE**

Any combination of education/experience equivalent to a Bachelor's degree, and three years' experience in a communications-related field

#### **DISTINGUISHING CHARACTERISTICS:**

- Demonstrate good judgment, a strong sense of ethics, and professionalism
- Exhibit sensitivity to diversity, cultural competency, equity, and access
- Promote educational excellence for all students

### **KNOWLEDGE AND ABILITIES**

#### **Knowledge Of:**

- Current applicable laws, codes, regulations, policies, and procedures
- Public relations and communications practices, ethics and procedures
- School and District concerns and issues
- Understanding of diverse cultures in the community
- Operation of a computer and related software
- Basic graphic design principles and techniques
- Correct English usage, grammar, spelling, punctuation, and vocabulary
- Modern office practices, procedures, and equipment
- Copyright laws
- Bilingual and Biliterate Spanish preferred

### **Ability To:**

- Effective practices in communication and stakeholder engagement
- Effective verbal and written communication skills
- Event planning and coordination
- Posting content to web platforms
- Social media engagement on applications including YouTube, Facebook, Twitter, Instagram and social media scheduling software such as Hootsuite
- Operate video and photo equipment and basic editing and design software
- Develop project timelines and schedules, track progress, implement projects, and evaluate effectiveness
- Work within a diverse team and with a variety of district and community partners
- Handle multiple tasks, work under pressure, and work with priorities/deadlines subject to frequent change
- Maintain records, prepare reports, budget requests, and estimates and handle administrative details and problems

## **WORKING CONDITIONS**

### **Environment:**

- Office environment
- Driving a vehicle to conduct work as necessary
- Work evening or variable hours

### **Physical Demands:**

- Hearing and speaking to exchange information and make presentations
- Seeing to read a variety of materials
- Dexterity of hands and fingers to operate a computer keyboard
- Sitting or standing for extended periods of time