

JOB DESCRIPTION

JOB TITLE: Communications Specialist

Job Purpose Statement:

Under the direction of the Superintendent, the Communications Specialist is responsible for leading, directing, creating, publishing and managing public relations on behalf of the district; assisting in the overall operation of the district's communications strategy in accordance with the purpose, mission, vision, values and goals outlined in the District's Strategic Plan; serving as the district spokesperson and all-media contact for routine and crisis communications on behalf of the Superintendent and school district; promoting and facilitating positive relationships and information networks with local, state and community organizations; working closely with administration to ensure messaging aligns to school district standards, and promoting a positive image of the school district using all possible resources.

RESPONSIBILITIES:

Essential Job Functions:

- In collaboration with the superintendent and District Board of Directors, develops comprehensive plans and strategies for use in marketing the district's image to citizens, businesses, industry and media locally, regionally and nationally;
- Leads and coordinates internal and external communication programs/projects;
- Develops, standardizes and manages the district's technological communication vehicles and protocols to further strengthen its image and marketing/branding initiatives;
- Evaluates public attitudes, links district policies and procedures with public interest, communicates programs and initiatives to the community;
- Utilizes current trends and innovations to execute a program of action to deepen the community trust and partnership;
- Creates a climate of cooperation and serves as a liaison between the media and district in the dissemination of news and information to public audiences;
- Defines and delivers communication activities to engage the community and generate support toward district efforts such as levy and bond referendums;
- Assists in responding to complaints, questions, procedures or Board Policy when appropriate;
- Conducts research and facilitates special project management assignments as assigned;
- Targets outreach to actively engage with diverse populations throughout our community.

Other Job Functions:

- Participates on boards and committees as assigned.
- Performs other duties as assigned.

Job Requirements – Qualifications:

Experience Required: Minimum of five years of effective experience in public relations, community relations, media relations or similar area.

Communication Specialist Established: September 19, 2022 Status: Exempt

Skills, Knowledge and/or Abilities:

Skills to:

Establish and maintain effective working relationships and communication lines with a variety of diverse individuals and groups including school board members, school administrators, staff, parents, business leaders, community leaders, governmental leaders, and others; respond appropriately to public inquiries and present a positive public image; use logical and creative thought processes to develop solutions according to written specifications and/or verbal instructions; use effective listening skills and communication techniques to discuss issues, resolve problems and present effective solutions; utilize community resources for effective public information program activities; accurately proofread numerical and text data; accurately type varied documents or other complex material; use technology proficiently and leverage social media platforms to promote a positive image of the district; design, write, edit and manage production and distribution of informational publications utilizing a variety of formats; design and manage webpages; prepare clear and concise reports; manage time effectively, meet deadlines, and set project priorities.

Knowledge of:

Effective public relations processes, techniques and evaluations; strategic planning, organization and leadership techniques; social media platforms, including web pages and web design, publications and other similar outlets; district policy and procedures; governmental and community relations; computer software, including Microsoft Office, with proficiency in Excel, Publisher and other desktop editing software.

Abilities to:

Utilize and exercise discretion, independent judgment and make decisions of significance based upon a variety of situations, information and facts; formulate, affect, interpret and implement management policies and operating practices; train staff on effective public relations; write using original or innovative techniques or style; define problems, research and collect data, establish facts, and draw valid conclusions; utilize excellent verbal and written communication skills; leverage social media platforms; establish program goals; follow laws and district policies; operate digital photography/videography and editing equipment; create and manipulate photos, video images, scripts and other materials of complex documents that contain graphics, forms and scripting objects via appropriate computer software; be creative and open to new ideas; read and interpret complex reports; market complex ideas to a diverse audience; speak effectively before groups; attend frequent evening and early morning meetings; travel to various locations throughout the district and surrounding area.

Significant physical abilities include:

Stooping/crouching, reaching/handling, talking/hearing conversations and other sounds, near/far visual acuity/depth perception/visual accommodation/field of vision; carrying/pushing/pulling; lifting up to 20 pounds on occasion; sitting/walking and standing.

- **Education Required:** Bachelor's Degree in communications, journalism, marketing, education or related area.

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- **Licenses, Certifications, Bonding, and/or Testing Required:** Fingerprint/criminal justice clearance; valid driver's license and evidence of insurability.

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