

## **COMMUNICATION SPECIALIST**

### **Purpose Statement**

The job of Communication Specialist was established for the purpose/s of developing, implementing, and identifying strategies in communicating; promoting a positive district image; facilitating positive media, publicity, and marketing campaigns, public relations programs, special events, and fund raising efforts; responding to inquiries from the media; arranging press conferences; creating positive internal and community relations by preparing publications; and serving as a leader of the district website.

This job reports to Chief Public Relations Officer

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### **Essential Functions**

- Collaborates with others to develop internal and external communication goals (e.g. district and school personnel, board members, local media, etc.) for the purpose of identifying audiences for marketing efforts and ensuring district-wide objectives are achieved in the most efficient and timely manner.
- Communicates with various stakeholders (e.g. district and school personnel, board members, CIC, PCAC, students, public, media, etc.) for the purpose of informing and/or presenting information through various mediums (e.g. manual and electronic presentations, printed publications, e-mails, web pages, video, blogs, TV spots, etc.) in compliance with district vision, goals, and objectives.
- Compiles data from a wide variety of sources (e.g. community groups, district board, district personnel, schools, etc.) for the purpose of analyzing issues, ensuring compliance with various policies and procedures (e.g. Hathaway scholarship requirements, non-discrimination statements, etc.), monitoring program components, and preparing for print or distribution.
- Consults with appropriate departments on internal/external communications issues and the production of publications and presentation materials for the purpose of ensuring compliance with local, state and federal policies and procedures.
- Coordinates district events (e.g. Medallion of Excellence and academic award banquets, annual teacher recruitment fair, school ceremonies, etc.) for the purpose of recognizing exemplary achievements and/or promoting excellence in education.
- Coordinates media relations and public relations for the purpose of assisting as district liaison with various community groups and individuals and advising staff on public relations implications of policies and programs.
- Designs electronic and printed media products (e.g. websites, publications, newsletters, booklets, directories, calendars, brochures, posters, presentations, etc.) for the purpose of communicating and promoting a positive district image.
- Participates in a variety of meetings (e.g. professional associations, workshops, seminars, conferences, etc.) for the purpose of networking, conveying and/or gathering information required to perform functions.
- Prepares a wide variety of materials (e.g. district publications, newsletters, web sites, booklets, staff directory, planners, calendars, brochures, posters, etc.) for the purpose of creating aesthetic materials for presentation and/or distribution, providing support materials for requested actions, and meeting compliance requirements.
- Produces videos, as requested, (e.g. story bridging, scripting, filming, editing, etc.) for the purpose of creatively promoting and communicating district goals and objectives.
- Promotes a positive image of the district (e.g. communications with district staff, the public and media, including press conferences, newsworthy events, story ideas, district benefits and programs, etc.) for the purpose of creating cooperative working relationships. .
- Researches trends (e.g. education policies/procedures; economic/cultural issues; computer/software and facilities technologies; layout/design of publications, etc.) for the purpose of obtaining knowledge on current issues and advancement practices.
- Responds to inquiries from various internal and external parties (e.g. district personnel, schools, public, media, etc.) for the purpose of providing information and/or direction.

## **Other Functions**

- Performs other related duties as assigned for the purpose of ensuring the efficient and effective functioning of the work unit.

## **Job Requirements: Minimum Qualifications**

### **Skills, Knowledge and Abilities**

SKILLS are required to perform multiple, technical tasks with a need to occasionally upgrade skills in order to meet changing job conditions. Specific skill-based competencies required to satisfactorily perform the functions of the job include: operating standard office equipment; planning and managing projects; preparing and maintaining accurate data; using pertinent software applications; operating photographic and audiovisual equipment; and analytical and moderate technical expertise with graphic design.

KNOWLEDGE is required to perform algebra and/or geometry; read technical information, compose a variety of documents, and/or facilitate group discussions; and analyze situations to define issues and draw conclusions. Specific knowledge-based competencies required to satisfactorily perform the functions of the job include: concepts of grammar and punctuation; safety practices and procedures; principles of copy writing, layout work, photography, video production, graphics, and desktop publishing; digital photo editing; web and print design; and techniques and methods of special events planning.

ABILITY is required to schedule activities, meetings, and/or events; routinely gather, collate, and/or classify data; and use job-related equipment. Flexibility is required to independently work with others in a wide variety of circumstances; analyze data utilizing defined but different processes; and operate equipment using a variety of standardized methods. Ability is also required to work with a significant diversity of individuals and/or groups; work with data of varied types and/or purposes; and utilize a variety of job-related equipment. Problem solving is required to analyze issues and create action plans. Problem solving with data frequently requires independent interpretation of guidelines; and problem solving with equipment is limited to moderate. Specific ability-based competencies required to satisfactorily perform the functions of the job include: adapting to changing work priorities; communicating with diverse groups; maintaining confidentiality; meeting deadlines and schedules; setting priorities; working independently; working with detailed information/data; working with frequent interruptions; writing clearly and effectively in a variety of journalistic styles; researching new service delivery methods, procedures, and techniques; exercising good judgment, flexibility, creativity, and sensitivity in response to changing situations and needs.

### **Responsibility**

Responsibilities include: working independently under broad organizational guidelines to achieve unit objectives; leading, guiding, and/or coordinating others; and operating within a defined budget. Utilization of resources from other work units is often required to perform the job's functions. There is a continual opportunity to impact the organization's services.

### **Working Environment**

The usual and customary methods of performing the job's functions require the following physical demands: occasional lifting, carrying, pushing, and/or pulling; some stooping, kneeling, crouching, and/or crawling; and significant fine finger dexterity. Generally the job requires 50% sitting, 25% walking, and 25% standing. This job is performed in a generally clean and healthy environment.

**Experience** Job related experience with increasing levels of responsibility is required.

**Education** Bachelors degree in job related area.

**Equivalency** None Specified

### **Required Testing**

None Specified

### **Certificates & Licenses**

None Specified

### **Continuing Educ. / Training**

None Specified

### **Clearances**

Criminal Justice Fingerprint/Background Clearance

### **FLSA Status**

Exempt

### **Approval Date**

7/1/2009

### **Salary Grade**

Exempt 70BX

I HAVE READ AND UNDERSTAND THE SCOPE OF THE JOB AND HOLD THE MINIMUM REQUIREMENTS:

Employee Name (Please Print): \_\_\_\_\_

Employee Signature: \_\_\_\_\_ Date: \_\_\_\_\_