



COMMUNICATIONS SPECIALIST

Position Summary

The Communications Specialist works to implement the district's communication plans and strategies to continually enhance the relationship between the district and staff, students, parents and community by providing consistent, reliable, timely and engaging information via a variety of outreach methods. This position develops and distributes district communications in print and electronic formats; serves as a contact for news media, staff and the public; and assists in managing projects and events.

The ideal candidate has excellent written and oral communication skills and is able to produce clear, compelling and accurate content, on tight deadlines, with close attention to audience, goals, messaging and tone. The ideal candidate is able to effectively utilize traditional, current and advanced communication tools and technologies to enhance effective public relations. The ideal candidate has excellent project management skills, an upbeat and collaborative approach, and the ability to work well with interdepartmental teams and contractors.

Supervisory Relationship

This position reports to the Chief of Staff.

Essential Functions

1. Assists in creating and implementing communications plans and community engagement plans.
2. Serves as a contact for daily news media relations. May serve as district spokesperson as assigned.
3. Serves as primary contact for the Communications Department for general inquiries from staff and public. Assists in coordinating and responding to information requests, commendations and complaints.
4. Creates regular, relevant written and multimedia content for websites, social media, e-newsletters and other communication channels.
5. Seeks out and facilitates promotion and publicity of district and school events, news and stories.
6. Produces news releases and other media communications as assigned.
7. Maintains website content and social media pages as assigned.
8. Plans and produces district publications, coordinating with graphic designers, printers and other contractors as needed.
9. Assists staff in the preparation or editing of communications including reports, articles, correspondence, speeches and presentations.
10. Establishes and maintains content consistency, adhering to style guidelines, branding and voice.
11. Monitors local, state, and national news related to educational issues.
12. Assists in planning and coordinating special events.
13. Supports schools and departments with advice and assistance on communications, community relations and media relations, including crisis communications and other immediate issues.

- 14. Supports staff during emergencies, working closely with others in the district's incident command structure to disseminate accurate information in a timely fashion.
- 15. Works with all members of the school community in promoting good public relations.
- 16. Maintains regular and prompt attendance.
- 17. Performs other related duties as required.

Required Knowledge, Skills and Abilities

- 1. Excellent oral and written communication skills, including writing, editing and proofreading in Associated Press style, standard business styles and colloquial styles.
- 2. Ability to quickly write clear, concise, grammatically and factually correct copy in varying styles.
- 3. Ability to effectively and concisely summarize and communicate district goals, policies, practices and programs to staff and the community.
- 4. Ability to work independently with minimal supervision as well as work effectively in a team setting.
- 5. Proactive self-starter with an ability to work in a high-energy, high-volume, fast-paced environment.
- 6. Flexibility and adaptability to changing situations, priorities and workloads.
- 7. Excellent organizational, time management, project management and problem solving skills to coordinate and complete multiple simultaneous projects.
- 8. Ability to effectively collaborate and communicate with other staff and stakeholders, including those from diverse language and cultural backgrounds.
- 9. Ability to exercise discretion in confidential and sensitive matters.
- 10. Ability to respond effectively with calm, tact and sound judgment in stressful situations.
- 11. Knowledge of the principles and practices of public relations, mass communications, and community relations including internal and external communications programs.
- 12. Knowledge and understanding of public education goals, objectives and policies.
- 13. Knowledge of the district and the local community.
- 14. Experience and skill building and maintaining positive relationships with local news media.

Minimum Qualifications

Bachelor's degree in public relations, communications, journalism, or a related field; and at least 3 years of experience in a full-time communications position working with both print and electronic media; or any combination of experience and training that provides the required knowledge, skills and abilities.

| ADDITIONAL INFORMATION | |
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| Employee Unit | OSEA - CLASSIFIED |
| Pay Grade | Grade 14 |
| Created by | Kerry Delf Chief of Staff |
| Approved by | Cydney Vandercar, Asst. Superintendent for Administrative Services |
| Last revised | 11/19/19 |