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BUUSD Communications Department Draft Mockup - 8/6/20

Communication Specialist Duties

- Manages external communication from the Superintendent.
- Manages and updates websites, using Finalsite CMS.
- Manages social media presence on Facebook, Instagram, and Twitter.
- Writes press releases and acts as the main liaison for District relationships with members of the media.
- Act as a strategic advisor to the Superintendent regarding communication and climate.
- Assists with planning of events and press conferences.
- Provide photography & videography services for events and initiatives.

Communication Assistant Duties

- Manages and updates school websites, using Finalsite CMS.
- Manages social media presence on Facebook, Instagram, and Twitter.
- Assists school principals in creation of monthly newsletter
- Provide photography & videography services for events and initiatives.

Typical Year Communication Tasks

★ - Light Work

★★ - Regular Work

★★★ - Hectic Work

July - ★★ - The beginning of the new fiscal year. Lots of updating on our websites and documentation to match the current fiscal year.

August - ★★★ - School is approaching. Lots of communication to families and staff preparing them for the start of the school. August 2020 deserves 4 stars.

September - ★★ - Settling into school. Spending a lot of time in the schools at events taking photos and really pushing the successes of our students heavily on social media and the paper.

October - ★ - We are in the routine of school. As long as no major events happen, this is a time for me to tackle some projects I never get a chance to.

November - ★★ - Work begins around Budget Communication and continues through March while still balancing the routine tasks of my job.

December - ★★ - Once I have a solid vision of how I want the budget to be communicated, design work begins to support that, as well as a lot of writing of content and gathering photos for the Annual Report. I begin developing a budget video series during this time as well to support the Annual Report.

January - ★★ - I meet with the Business Manager to go over the final budget numbers so we can plug them in and get them advertised to the community for voting. All articles are written at this point and all photos have been selected. A solid draft of the Annual Report is ready and all the shooting for the budget videos are happening.

February - ★★★ - I focus all my attention on the budget and end up having to put many other tasks on the back burner until Town Meeting Day. During February, the final draft of the Annual Report gets completed, all the copies get printed, then they get mailed to every resident's home. All the editing and advertising of the budget videos takes place in February as well.

March through May - ★★ - If all goes well, the budget passes and things begin to slow down (unless a pandemic arises). On a normal year, I'm able to get back to my routine of being in the schools more, showcasing the great things our students are doing.

June - ★★★ - I get pulled into tons of end of the year events, whether it's communicating and advertising about them or being a photographer. This is a super busy month, but it is definitely the most enjoyable for me!