

## **Communication and Marketing Specialist**

### **Purpose Statement**

The job of the Communication and Marketing Specialist is to coordinate positive coverage of the district through photos, video productions and media relations. This person also coordinates events and coordinates our advertising sales program.

This job reports to the Director of Communication Services.

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### **Essential Functions**

- Administers agreements (e.g. cable company and future agreements as necessary, etc.) for the purpose of ensuring district guidelines and goals are being followed.
- Collaborates with the communication specialist for the purpose of identifying opportunities for coverage of school events, student successes and staff honors.
- Conducts interviews and does on-camera hosting for video productions.
- Coordinates advertising sales and maintains positive, professional relationships with advertisers.
- Coordinates internal and media coverage of positive district activities thorough photo and video.
- Coordinates events and provides event support.
- Collaborates with the video technology specialist in order to develop shooting and editing schedules.
- Develops scripts for video productions for the purpose of ensuring accurate information is produced.
- Monitors and tracks deadlines, errors, coverage of identified stakeholder information needs and other performance measures.
- Oversees assigned projects and/or program components for the purpose of ensuring availability of information and/or materials and delivering services in compliance with established guidelines and mandated requirements.
- Plans video productions.

### **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 single, 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: analyzing data; estimating required resources; operating equipment used in; planning and managing projects; preparing and maintaining accurate records; preparing working drawings; and using pertinent software applications.

KNOWLEDGE is required to perform basic math, including calculations using fractions, percents, and/or ratios; 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: working knowledge of electronics and personal computers; basic graphic design techniques and typography; concepts of

television video production; English grammar and composition; current and emerging technology; office application software; and safety practices and procedures.

ABILITY is required to schedule activities, meetings, and/or events; gather, collate, and/or classify data; and consider a variety of factors when using equipment. Flexibility is required to work with others in a wide variety of circumstances; work with data utilizing defined and similar processes; and utilize equipment under a variety of conditions for multiple purposes. Ability is also required to work with a diversity of individuals and/or groups; work with similar types of data; and utilize a variety of types of job-related equipment. Problem solving is required to identify issues and create action plans. Problem solving with data requires following prescribed guidelines; and problem solving with equipment is significant. Specific ability based competencies required to satisfactorily perform the functions of the job include: adapting to changing work environment and/or priorities; working within time constraints; adhering to safety practices; working as part of a team; communicating with diverse groups; dealing with frequent interruptions; meeting deadlines and schedules; and setting priorities.

### **Responsibility**

Responsibilities include: working under limited supervision following standardized practices and/or methods; leading, guiding, and/or coordinating others; operating within a defined budget. Utilization of some resources from other work units may be required to perform the job's functions. There is a continual opportunity to have some impact on the organization's services.

### **Working Environment**

The usual and customary methods of performing the job's functions require the following physical demands: significant lifting, carrying, pushing, and/or pulling, frequent climbing and balancing, frequent stooping, kneeling, crouching, and/or crawling and significant fine finger dexterity. Generally the job requires 60% sitting, 20% walking, and 20% standing. The job is performed under some temperature extremes and under conditions with exposure to risk of injury and/or illness.

Experience Job related experience is required.

Education Bachelors degree in job-related area.

### **Equivalency**

#### **Required Testing**

Job-Related Skills Proficiency Test

#### **Certificates**

Valid Driver's License & Evidence of Insurability

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

Maintains Certificates and/or Licenses

#### **Clearances**

Criminal Justice Fingerprint/Background Clearance

### **FLSA Status**

Exempt

### **Approval Date**

### **Salary Range**