



SOCIAL MEDIA AND COMMUNICATIONS SPECIALIST

Board Adopted: 03/24/2021

BRIEF DESCRIPTION OF THE JOB FUNCTIONS

The Social Media and Communications Specialist works directly with the Superintendent and Director of Learning Support Service/Chief Technology Officer, and is responsible for assisting and sustaining efforts to communicate the school district's information to the community; Assists with projects, leadership and support of the District's external and internal communication functions through quality control of internet/intranet media, support to public information, and special events.

DUTIES AND RESPONSIBILITIES:

The communications specialist may perform any combination of the essential functions shown below E. This position description is not intended to be an exhaustive list of all duties, knowledge, or abilities associated with this classification, but are intended to accurately reflect the principal job elements.

- a. Manages media requests, press releases, assists with crisis management **E**
- b. Promotes the District programs in all media, meets with community members **E**
- c. Creates/manages internal/external social media content **E**
- d. Expands use of our YouTube channel **E**
- e. Develops websites in Word Press **E**
- f. Has experience working in traditional or social media **E**
- g. Able to co-facilitate community groups **E**
- h. Compliments existing Web/Multi-media Specialist **E**
- i. Direct and maintain social media pages, including Facebook and Twitter **E**
- j. Serve as editor/writer for district website, newsletters, and other publications
- k. Coordinate layout, design and production of website, newsletters, and other publications **E**
- l. Serve as communications liaison between the media and the District
- m. Prepare and distribute news releases, arrange media interviews and conferences and respond to requests for information **E**
- n. Photograph and video record District programs and events for publications and slideshows
- o. Create short media productions for publications **E**
- p. Determine appropriate communications for target audiences
- q. Assists with the preparation of digital multimedia communication materials that support staff and give outreach to parents, students, and the community **E**
- r. Coordinates distribution and collection, and tabulates data for external and internal opinion surveys. Assists in preparing and analyzing feedback.
- s. Performs other duties as assigned that support the overall objective of the position.

KNOWLEDGE AND ABILITIES

Knowledge of:

- Public education in general and Oxnard Union High School District in particular
- Public relations and communications practices/procedures
- Social media applications
- All facets of the production process of a newsletter
- Copyright laws
- Excellent verbal, written, and interpersonal communication skills

- Proficiency with current technology for performance of duties, including graphic design and publication/print software
- Excellent analytical and critical thinking skills

Ability to:

- Handle multiple tasks, work under pressure and work with priorities/deadlines subject to frequent change
- Compose media stories, publications, letters memorandums, or other documents that provide accurate and effective information regarding the topic or subject
- Organize and edit rough draft copy according to accepted rules of style and syntax
- Meet schedules and timelines
- Work independently with little direction
- Prepare a variety of publications and materials

REQUIREMENTS

WORK YEAR: 12 Months

EDUCATION: Bachelor's degree in Public Relations, communications or related field

EXPERIENCE: Previous experience working with public schools preferred

OTHER: Bilingual in Spanish (preferred); knowledge of Mixteco, Tagalog, and other world languages (preferred)

SALARY: Placement on Classified Salary Range 36

BENEFITS: Medical (employee contribution), 100% dental, vision and life insurance

PHYSICAL DEMANDS

Employees in this position must have/be able to:

- Enter data into a computer and operate standard office equipment
- See and read a computer screen and printed matter with or without visual aids
- See, hear and speak with/without assistive devices sufficient to communicate effectively with others
- Sit for extended periods of time
- Bend at the waist; reach overhead, above the shoulders and horizontally, grasp, push/ pull
- Lift and/or carry up to 25 lbs at the waist for short distances