

Job Title:	Specialist, Outreach
Grade Level/Terms of Employment:	Pay Grade 123, 260 days
FLSA Status:	Exempt
Work Location:	RPS Central Office
Immediate Supervisor:	Director, Advocacy and Outreach

General Description:

The Specialist, Outreach supports the Office of Engagement to inform the community, empower families and share student and staff stories that inspire, uplift and unite the RPS community. Additionally, the Specialist provides comprehensive, direct outreach support for all family and community engagement activities including all forms of multimedia communication and support, including content development, graphic design, social media management, photography/videography, and mass notifications activities.

Essential Duties and Responsibilities:

- Supports the Office of Engagement with planning, execution, and dissemination of family and community engagement activities and events
- Produces and formats all forms of public-facing media including but not limited to one-pagers, flyers, presentations, videos, graphics
- Supports the dissemination of information to the RPS community through interactive and traditional outreach platforms, including but not limited to division and school websites, mass notification systems, social media platforms, and other systems utilized by the division
- Develops and co-leads trainings for school-based and division staff on platforms and professional development topics, including website content management and design, graphic design, language justice, social media, and photography/videography
- Supports an organized content management system that enables ease of distribution and access to materials in electronic and print formats
- Ensures that materials are translated into Spanish and other needed languages, and are published in coordination with Language Support Services
- Performs other duties as assigned

Qualifications:

- Bachelor's degree required; Master's degree preferred
- Three to five years relevant professional experience in public service, non-profits, communications, engagement, or other relevant fields
- Strong media and technology skills including proficiency with photography, videography, Adobe Creative Suite (Photoshop, Illustrator, Lightroom, Premiere, InDesign), social media platforms, Google Suite applications, and Microsoft Office Suite
- Strong, demonstrated writing skills
- Ability to work a flexible schedule and participate in evening and weekend events
- Demonstrated understanding of and sensitivity to the diverse cultural, ethnic, and socio-economic backgrounds of RPS families

- Strong communication skills, including the ability to communicate effectively in person, by email, and phone
- Ability to establish and maintain effective working relationships with others
- Ability to work independently, adapt to changing priorities, and to effectively handle multiple assignments simultaneously
- Bilingual/proficiency in Spanish preferred