

**Waunakee Community School District**  
**District Communications and Engagement Specialist**  
**Job Description**

**Reports to:** Superintendent

**Summary:** The District Communication and Engagement Specialist will lead and manage the development of coordinated communication and engagement strategies for the Waunakee Community School District through establishment and implementation of a district communication and engagement plan. This position will work to promote the school district and its image, celebrate student and staff accomplishments, foster parent and community support, support emergency communications, and develop processes to sustain two-way communication and engagement with both internal and external publics.

**Qualifications**

1. Bachelor's degree in communications, public relations, marketing, or the equivalent in training and experience.
2. A minimum of 3 years professional experience in a public relations / communications position.
3. Experience with developing and managing a communications plan that utilizes both internal and external communication strategies.
4. Excellent written, interpersonal, and public speaking skills.
5. Ability to develop visually appealing communication material and proficiency with graphic design, layout and publication software.
6. Ability to utilize communications platforms and applications, including the ability to manage and grow the District's social media presence.

**Essential Functions and Responsibilities:**

This position description is not intended to be an exhaustive list of all duties, knowledge, and skills associated with this position, but is meant to identify the essential job elements.

1. Develop, implement, and manage a coordinated plan for comprehensive district-wide internal and external communications.
2. Plan, create, implement, and/or coordinate internal and external communications, including but not limited to, website, newsletters, marketing materials, advertising, social media, video productions, and special events.
3. Advise and support the school board, administration, and staff on strategic and effective communications and public relations.
4. Monitor overall district communication for quality, consistency, and effectiveness of message.

5. Manage proactive media relations by establishing positive working relationships with the local newspaper and other media.
6. Develop and articulate key messages and strategically determine the best ways to convey messages to the various publics.
7. Work with the school board and administration on standards for web-based, multimedia, and printed external communications that reflect the district brand and identity.
8. Update, maintain, and facilitate the district crisis communication plan.
9. Develop communications in response to unexpected school and/or public crises.
10. Review communications from the District to external stakeholders and advise on ways to enhance presentation quality, message, and text.
11. Collaborate with the school board, administration, and district partners in the strategy, process, factual material development, and engagement planning for referendum issues.
12. Conduct formal and informal research to determine public opinion and attitudes.
13. Perform other duties deemed appropriate and assigned by the Superintendent.

June 2019