

Communication Content Specialist

Purpose Statement

The job of Communication Content Specialist is to produce timely, accurate content for district communications in order to support the district's two-way communication with stakeholders. This role is a key influencer in telling the district's story.

This job reports to the Director of Communication Services.

Essential Functions

- Collaborates with communication services teammates and other district employees as needed for the purpose of identifying opportunities for coverage of school events, student successes and staff honors.
- Compiles, edits and publishes district email newsletters for the purpose of ensuring accurate information.
- Coordinates recognitions of students and staff at Board of Education meetings to ensure a smooth recognition process.
- Edits content for others, to ensure accuracy and proper mechanics.
- Manages content on district websites in order to ensure easily accessible information.
- Manages department communication platforms to ensure accessibility from multiple avenues.
- Responds to inquiries from internal and external stakeholders in order to ensure stakeholders get needed or requested information.
- Supports district social media accounts for the purpose of communicating the district's messages through multiple formats.
- Supports event management efforts to ensure smooth operations and adequate communication coverage.
- Supports media relations efforts in order to facilitate the distribution of accurate information on district topics.
- Tracks communications and other evaluation measures to assist with department's continuous improvement efforts.
- Writes content for district publications, releases, videos, social media posts and other communications as necessary to ensure accurate information is provided.
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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 multiple, 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: operating standard office equipment; and using pertinent software applications.

KNOWLEDGE is required to perform algebra and/or geometry; read a variety of manuals, write documents following prescribed formats, and/or present information to others; and understand complex, multi-step written and oral instructions. Specific knowledge based competencies required to satisfactorily perform the functions of the job include: concepts of grammar and punctuation; current and emerging technology; office application software; and practicing cultural competency while working collaboratively with diverse groups and individuals.

ABILITY is required to schedule activities, meetings, and/or events; gather and/or collate data; and consider a variety of factors when using equipment. Flexibility is required to work with others in a variety of circumstances; work with data utilizing defined but different processes; and operate equipment using a variety of processes. 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 job-related equipment. Problem solving is required to identify issues and create action plans. Problem solving with data requires independent interpretation of guidelines; and problem solving with equipment is moderate to significant. Specific ability based competencies required to satisfactorily perform the functions of the job include: communicating with diverse groups; working as part of a team; and dealing with frequent interruptions.

Responsibility

Responsibilities include: working under limited supervision using standardized practices and/or methods; providing information and/or advising others; operating within a defined budget. Utilization of some resources from other work units is often required to perform the job's functions. There is some opportunity to impact 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 80% sitting, 10% walking, and 10% standing. The job is performed under some temperature extremes and in a generally hazard free environment.

Experience Job related experience with increasing levels of responsibility is desired.

Education Targeted, job related education with study in job-related area.

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