

**ST. TAMMANY PARISH SCHOOL BOARD**  
**Covington, Louisiana**  
**JOB DESCRIPTION**

**TITLE:** Communication Specialist (FLSA: Exempt)

**MINIMUM QUALIFICATIONS:**

1. Bachelor's Degree in Communications, Journalism, Public Relations, English, or a related field preferred.
2. Two years of experience in Journalism, Public Relations, Communications, Website/Social Media management, or related field preferred.
3. Excellent communication, organizational, and interpersonal skills.
4. Ability to write for a variety of audiences, purposes and formats, including websites, social media, print/electronic newsletters, news releases and other materials.
5. Creative writing skills.
6. Proficient in the use of current technology required for the performance of duties, including layout and design, social media, word processing, spreadsheet, and presentation software.
7. Strong social media knowledge, desktop publishing skills and computer skills.
8. Experience with and knowledge of basic website design and editing software.
9. Experience with and knowledge of photography, digital cameras, and photo editing software.
10. Knowledge of commercial printing preferred.
11. Strong attention to detail, problem solving, organizational and time management skills.
12. Ability to meet deadlines and work as a member of a team.

**REPORTS TO:** Director of Communications

**JOB SUMMARY:** This position is responsible for ongoing planning, designing, soliciting, editing, and updating information about the School System and School Board, working with other departments in the School System and schools and for dissemination to parents, students, employees, and other citizens through various communication channels. The information includes, but is not limited to, information about activities, goals, and policies of the school district. This position is considered a professional position that requires creativity, discretion, public relations, and independent judgment.

**ESSENTIAL JOB FUNCTIONS:**

1. Ensure communications efforts are integrated and supportive of the mission and goals of the School System and are factual and timely.
2. Inform stakeholders about district and schools through a wide range of communications channels, including print publications, visual presentations, social media, website content updates, maintenance, and/or other means as deemed appropriate.
3. Maintain an extensive archive for photographs and important documents.
4. Plan and design materials for a variety of print and digital communication channels designed to reach targeted stakeholders.
5. Write for a variety of audiences, purposes and formats, including websites, social media, print/electronic newsletters, news releases and other materials.
6. Develop and coordinate updates to district-level website and social media outlets.
7. Photograph programs and events for publication, recognition and district promotion.
8. Compile and effectively share news of student, staff, alumni, district and site achievements through varied and appropriate channels.
9. Coordinate and implement various communications projects.
10. Work with the Director of Communications to identify specific marketing goals; develop and implement targeted marketing plans to achieve those goals.
11. Ensure marketing initiatives are fully integrated into all other district communication activities.
12. Assist other departments in the School System with publications and/or Websites.
13. Keep abreast of current and emerging trends in communications and maintain/develop professional skills appropriate for job assignments.
14. Follow all rules, regulations, and policies of the St. Tammany Parish School Board and follow directives from Supervisors.
15. Perform other functions that may be assigned by the Administration and/or Supervisor.

**TERMS OF EMPLOYMENT:** Twelve months, salary in accordance with the current salary schedule.

**ACCOUNTABILITY:** Performance of this job will be evaluated in accordance with provisions of the Board's Policy on Evaluation of Support Services Personnel.

**The Superintendent reserves the right to review, revise, update or change the job and any/all duties due to changes in job content, organizational structure, or state or federal laws.**

**Approved by:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Reviewed and Agreed to by:** \_\_\_\_\_  
(Incumbent)

**Date:** \_\_\_\_\_

\_\_\_\_\_  
**Incumbent's Name (Please Print)**

\_\_\_\_\_  
**Employee Identification Number**

Original – Human Resources Department

Copy – Supervisor

Copy-Employee