

ADMINISTRATIVE ASSISTANT III - SCHOOL PUBLICATIONS

Classification: Administrative – School Based

Location: Building

Reports to: Administrator

FLSA Status: Non-Exempt

Bargaining Unit: OSEA

The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

Part I: Position Summary:

Conducts research, plans, and develops communication, marketing and engagement materials and approaches to explain and advocate for school level offerings and events.

Part II: Supervision and Controls over the Work:

Serves under the direction and guidance of the building principal. Work is evaluated in terms of quality and effectiveness of messaging, public information, and marketing material. Work is guided by, and must be in compliance with District and department policy and procedures and with direction of the administrator.

Part III: Major Duties and Responsibilities: Performs some or all of the following duties with a relative degree of independence.

1. Prepares periodic internal and external newsletters, as well as other materials in print and electronic form. Collects information and input for the publication, writes and/or edits materials, creates layout, edits and inserts photographic material, prepares visual displays and graphics, and finalizes newsletters for publication. Obtains such reviews and approvals, as required, prior to publication.
2. Develops press releases, brochures, and other communication products. Drafts and edits materials to fit the audience and the intended purpose and objectives of the release.
3. Utilizes publication software to develop materials. Takes and/or obtains photographs and develops/designs graphic materials to develop compelling visual presentations. Prepares materials that effectively communicate. Utilizes a variety of software tools such as InDesign, Adobe Creative Suite, PowerPoint, Google, and Microsoft Publisher.
4. Manages the development of video communications. Works with administrators to develop content and presentation strategy, and participates in video editing and finalization.

5. Manages use of building “branding” of materials and presenting the building to stakeholders. Ensures consistent quality management.
6. Provides excellent customer service and integrates the needs of our stakeholders.
7. Writes in a strategic manner to capture the reader with exciting leads and headlines, and continues this level of writing through the story. Uses correct grammar, and practices effective sentence structure.
8. Coordinates the building’s website and social media functions.
9. Integrates charts, data, photo, video, documents, graphics etc. into web design and social media, and other communication.

Performs other duties as assigned.

Part IV: Minimum Qualifications:

Incumbents must have successful experience in working with culturally diverse families and communities, or have otherwise demonstrated a commitment to strengthening engagement of a diverse community and skill in communicating with a diverse population.

- Associates’ degree and two (2) years’ experience or equivalent training and experience in graphic design, writing and/or publications or related field.
- Three (3) years of progressively responsible office experience involving independent of action and decision making responsibilities.
- Excellent writing, grammar, and scripting skills and the ability to effectively and succinctly present in writing.
- Proficient in MS Office and Adobe Creative Suite.
- Strong understanding of “customer-centered” support and the ability to establish effective working relationships at all levels of the organization.
- Ability to work both independently and cooperatively, exercise judgment and creativity, strong interpersonal skills, and skill to organize work, set priorities, and meet deadlines.
- Knowledge and skill in the effective use and application of office and publication technology, photographic equipment and software, internet and video technology.
- Maintain excellent records, filing and information access.

- Ability to interact with students, parents, staff, and community members, personally, telephonically, and through electronic communications in a warm and confident manner. Employee may be required to interact with clients, customers and staff who are emotionally upset, angry or distraught. In such interactions, employee must be able to maintain control, decorum and empathy.
- Initiative and ability to work with minimal directions; sound judgment and decision making capabilities are essential.
- Ability to manage several projects at the same time, adhering to various deadlines and resetting priorities in the process.

Part V: Desired Qualifications:

- Successful experience working with culturally diverse families or communities.
- Bilingual skills
- Experience in a public school or public employment setting.

Part VI: Physical and Environmental Requirements of the Position:

The physical demands and work environment described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is frequently required to sit, talk, lift, carry, move about, hear and speak. Employee may be required to perform extensive work at a computer display terminal.

The employee must occasionally lift and/or move 25 to 50 pounds.

Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus