

**COMMUNITY RELATIONS TEAM**  
**COMMUNICATIONS SPECIALIST - WEB & SOCIAL MEDIA**

Classification: Communications Specialist – Web & Social Media

Location: Administrative – Central Office

Reports to: District 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:**

Optimizes all digital communications (website information and resources, social media, photography, etc.) in the North Clackamas School District. Manages and facilitates the flow of information between stakeholders for the District. Influences and help manage change and development throughout the District.

**Part II: Supervision and Controls over the Work:**

Serves under the direction and guidance of the district’s Executive Director of Equity, Community Engagement, and Communications. Work is evaluated in terms of quality and effectiveness of social media presence, public information, and overall communications, and alignment to the district mission and vision. Work is guided by, and must be in compliance with District and department policy and procedures and with direction of the administrator. Participates as a member of the Communications Team.

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

1. Coordinates the District’s web site and social media functions.
2. Manages, develops, upgrades the website for District-wide use, as needed and in a timely manner.
3. Creates visually appealing web sites that feature user-friendly design and clear navigation, based on research for effective marketing, engagement and communication.
4. Integrates charts, data, photo, graphs, video, documents, flow charts, graphics etc. into web design and social media, and other communications.
5. Manages use of district “branding” of materials and presenting the district to stakeholders. Ensures consistent quality management.

6. Photographs or videos events or individuals, as needed.
  7. Develops and manages the social media strategy for the District.
  8. Provides excellent customer service and integrates the needs of our stakeholders.
  9. Facilitates, supports and serves school and department web managers, acting as a coach to help them keep their web sites attractive and up to date. Serves as the responsive go-to person for web support.
  10. Communicates with staff members or groups as needed in regards to the functionality of any and all parts of the websites; makes changes and supports staff as needed.
  11. Facilitates, supports and serves school and department social media participants.
  12. 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.
  13. Writes releases and statements for the website that can be used for other purposes.
  14. Represents the District in communications with sensitivity to the cultural, ethnic, gender and religious diversity of students, staff, parents, and the community.
  15. Effectively represents the District in all forums and community relations activities.
  16. Quickly creates presentations, responses, and notifications as needed.
  17. Must be available before and after hours to support emergency communications needs.
- 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.

- Bachelor's degree and two (2) years' experience or equivalent training and experience in public administration, journalism, graphic design marketing, and/or other related fields.
- Proficient at common software programs: MS Office, Adobe Creative Suite.

- Proficient in the following programs: XHTML, CSS, PHP, Javascript, Drupal, WordPress, MySQL, Apache.
- Knowledge and skill in the effective use and application of office and publication technology, photographic equipment and software, internet and video technology.
- Demonstrated proficiency in web design, coding and modifying websites, from layout to function.
- Demonstrated proficiency in graphics design.
- Excellent and compelling communications skills: written, interpersonal, small and large group, and mass communications.
- Excellent writing and scripting skills and the ability to effectively and succinctly present in writing the organization's position on issues that may be complex and controversial.
- Strong understanding of "customer-centered" support and the ability to establish effective working relationships at all levels of the organization.
- Possess a valid driver's license.
- Ability to maintain a high level of discretion and confidentiality regarding district and employee information.
- Ability to work both independently and cooperatively, exercise judgment and creativity, strong interpersonal skills, and skill to organize work, set priorities, and meet deadlines.

**Part V: Desired Qualifications:**

1. Development and management of online and in-person training.
2. Bilingual (Spanish and English).
3. 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

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 empathetic professionalism.