

COMMUNICATIONS SPECIALIST

Classification: Administrative – Central Office
Reports to: District Administrator
Bargaining Unit: OSEA

Location: District Office
FLSA Status: Non-Exempt

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 District positions and better understand stakeholders. Supports the Community Relations team with the flow of information between stakeholders. 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 for Equity, Community Engagement, and Communications. Work is evaluated in terms of quality and effectiveness of messaging, public information, and marketing material, 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. Prepares periodic internal and external newsletters, as well as other materials in print and electronic form. Collects information and input for the publication, participates in development of message from the Board Chair and Superintendent, 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, articles, 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, Prezi, Canva, Google, and Microsoft Publisher.

4. Assists in district event planning, especially in the community engagement process, in how to best engage different stakeholders and create effective approaches for two-way communication. Participates in meetings with diverse stakeholders.
5. Manages use of District “branding” of materials and presenting the District 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. Provides writing support to the Superintendent and other district leaders as needed.
9. Demonstrates excellent public speaking skills to make a positive impact for a variety of stakeholders and learning styles.
10. Effectively facilitates small and large group discussions, decision-making, problem solving, teamwork, etc.
11. Manages surveys and other research tools and use results to improve district relationships, operations and education delivery for student success.
12. Develops, tracks, and reports using KPIs (key performance indicators) to improve deliverables and student success.
13. Provides tools and resources for cost effective deployment of communication and stakeholder engagement.
14. Demonstrates excellent customer service and innovative problem solving.
15. Demonstrates excellent project management skills including: project planning, gaining consensus, managing change, managing milestones, project evaluation, project document, project implementation and sustaining project success.
16. 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.

- Bachelors' degree and two (2) years' experience or equivalent training and experience in community relations, writing, and/or public relations experience or other related fields.
- Must possess a valid state driver license.
- Excellent writing, grammar, 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.
- 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 scheduled and urgent 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, virtually, 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:

1. Successful experience working with culturally diverse families or communities.
2. Bilingual skills

3. Development and management of online and in-person training.

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