

LAGUNA BEACH UNIFIED SCHOOL DISTRICT

Job Description:

Communications Media Specialist

BASIC FUNCTION:

Under the general direction of the Director of Communications and Engagement, provides support for district communication services, including the conceptualization, design and production of digital and print graphic solutions, maintaining the LBUSD website and social media presence, and creating and conveying presentations in a variety of media that reaches targeted audiences.

ESSENTIAL DUTIES:

- Designs and prepares for review, graphics, illustrations, and layouts for print and digital media such as logos, brochures, flyers, newsletters, electronic presentations, posters, magazines, and other visual projects
- Produces strategic and innovative illustrations, charts, images, and layouts; incorporates information, data, and statistics from various sources to enhance the theme or message of graphic media
- Prepares and facilitates the production of visual brand elements for special events, may occur on evenings and weekends
- Plan, coordinate and execute public relations activities and events
- Create, monitor, and maintain district social media accounts, including creation of content and employment of strategies to broaden audience
- Develop and compose various publications, including news releases, feature articles, news stories, posting, reports and other communications which highlight the goals, objectives, policies, programs, activities and accomplishments of the District, its students and staff under guidance of the Director of Communications and Engagement
- Establish and maintain files of news releases, articles, and other public information documents as required
- Establish and maintain effective working relationships with newspaper, radio and television personnel, and personnel from other agencies and organizations, for the purpose of creating good public relations for the District, and assisting the Director of Communications and Engagement in their role as District spokesperson
- Assist in the development of oral and written communication for LBUSD publications, including web pages, marketing and digital materials.
- Update and maintain district master calendar of events
- Serves as the district photographer and videographer as needed
- Maintains accurate files and archives of graphic assets and projects
- Manage content on district website including strategic placement of information and oversight of content accuracy and relevance
- Collaborate with technology staff and website vendor regarding design, development, ADA compliance and support of the website

- Assign security access to staff with website posting privileges.
- Maintain regular contact with district and school contacts to advise and train on developing website content in alignment with district standards.
- Assist with the development, dissemination and adherence to standards for publishing on district websites, including updating and validating links.
- Assist schools and other District departments with the production and distribution of district publications, such as printed programs, brochures, and publications while maintaining brand and visual identity of the District
- Conducts periodic research of industry trends in media communications
- Attend staff, committee, and Board meetings as deemed necessary by the Director of Communications and Engagement for communication purposes.
- Generates communication-related statistics and reports and adjust strategies accordingly to improve outreach.
- Analyzes and reports on relevant information from social media metrics to assist with further developing social media strategies. Compares metrics with data from other sources for comparing current and emerging trends
- Assists with developing and maintaining district logos and branding
- Assures that all materials used by LBUSD have the appropriate permissions, clearances, rights, and releases, and comply with legal requirements. Assures that all productions and content comply with ADA requirements for size and close captioning

OTHER REPRESENTATIVE DUTIES:

- Participates in job-related or District trainings as required
- May be asked to attend evening or weekend events
- Other duties as assigned which are consistent with the general requirements and qualifications of the position

KNOWLEDGE, SKILLS AND ABILITIES:

Knowledge of:

- Principles of marketing and communication strategies
- Terminology, methods, practices and techniques of graphic design
- Principles of techniques of photography, videography, and graphics
- Correct English usage, spelling, punctuation, and vocabulary
- Web design and maintenance principles, including authoring tools and applications
- Design software and technologies such as Adobe Creative Suite, including Illustrator, Photoshop, and InDesign
- Fundamentals of printing processes
- Social media applications
- Layout, text and style techniques and aesthetic concepts

Ability to:

- Assist in developing, implementing, and evaluating public relations goals.
- Establish priorities and work under pressure to meet deadlines.
- Organize and handle a variety of projects simultaneously.
- Coordinate production and printing of publications and promotional materials in an effective and appropriate manner within designated timelines.
- Write creatively and clearly for broad public appeal and specialized audiences.
- Edit and proof written copy for publication in a variety of media outlets.
- Design and implement user-friendly webpages in alignment with district standards.
- Train users on web-based and social media applications, concepts, and techniques.
- Generate data and compile reports.
- Operate and use photo and video equipment.
- Communicate effectively in English.
- Establish and maintain cooperative relationships with district stakeholders and employees.
- Demonstrate an understanding of, sensitivity to, and respect for, employees, community members, and the general public at large.
- Speak within careful bounds of stated or implied policy.
- Work flexible hours that may include evening and weekend events.

Personal Qualities:

- Independent worker
- Maturity and good judgment
- Neat, professional, and polished appearance
- Willingness to assume a wide range of responsibilities
- Willingness to learn new skills to continuously improve
- Pleasant interpersonal skills
- Good organizational skills
- Commitment to professional responsibility
- React to change productively

MINIMUM REQUIREMENTS:**Experience:**

Two years of experience with professional computer-aided design.

Education:

High School diploma or equivalent. Completion of a two-year program or equivalent coursework in graphic arts, graphic design, or web design at a trade/art school or college is preferred.

Licenses:

- Valid California Driver's License
- Evidence of insurability

WORKING CONDITIONS:**Environment:**

- Indoor office work environment
- Outdoor environment for photography and special event purposes
- Constant interruptions

Physical Requirements:

- Ability to frequently reach, grasp, stoop, bend, push, pull, kneel, squat, and twist to store or retrieve materials
- Ability to frequently bend at the waist, kneel or crouch to retrieve and file materials and equipment
- Ability to stand or sit for extended periods of time
- Ability to frequently lift and/or move up to 15 pounds, occasionally move or lift up to 25 pounds, and occasionally move or lift up to 50 pounds with assistance
- Ability to see for purposes of reading instructions, labels, and other printed matter and for the safe operation of equipment
- Ability to hear and understand speech at normal levels in person and on the telephone
- Ability to communicate so others will be able to clearly understand a normal conversation in person and on the telephone
- Ability to operate a computer and other office equipment with dexterity and in a safe and efficient manner

Operation of Vehicles, Machinery, and Equipment Requirements:

- Ability to travel to a variety of locations within a reasonable timeframe
- Must be able to perform basic office skills as well as publications software which may include office, multimedia, photography and computer equipment

Mental and Emotional Requirements:

- Ability to understand and follow oral and written directions
- Ability to work independently with little direction
- Ability to concentrate on and meet numerous deadlines
- Ability to establish and maintain effective working relationships with others
- Ability to make independent decisions to respond to numerous requests, deadlines, and to prioritize assignments
- Ability to exchange information
- Ability to learn the procedures, functions, and limitations of assigned duties

SPECIAL REQUIREMENTS:

Applicants must successfully pass the skill test administered by the District, and speak, read, and write in English.