

Communications Information Analyst

Purpose Statement

The job of the Communications Information Coordinator is done for the purpose/s of assisting the executive administration, school administration, and community outreach programs with planning, implementing, and maintaining internal and external communications for the Puyallup School District; developing effective marketing, branding, and informational materials; serving as a liaison with publishers, printers and contractors; serving as webmaster for the district's comprehensive communications platform; managing the district's social media projects; coordinating video productions produced by executive administration; oversight of all public records requests and participating in activities and events related to staff and community outreach.

Functions

- Assists in development and dissemination of communication strategies and information for supporting district goals and providing information to staff, volunteers, and community with an emphasis on electronic communications.
- Assists other personnel as may be required for the purpose of ensuring efficiency and effectiveness in on-line communications.
- Assists with all website and news coverage of emergencies for the purpose of notifying employees and PSD community of emergency announcements via district websites and social media.
- Attends night and weekend school district meetings and events as assigned, including regularly scheduled school board meetings for the purpose of maintaining internal and external communications.
- Conducts research and analyzes documents and requests for the purpose of timely responses to public records requests and timely information to staff and community.
- Compiles graphics, materials, information, etc. for the purpose of ensuring the availability of items as needed for presentations and/or electronic and print publications.
- Contributes to team planning of communication strategies, and participates in the implementation of such plans.
- Coordinates the district's social media postings as well as the archives for the purpose of generating the appropriate information to staff, students, and community.
- Coordinates video productions produced by executive administration in collaboration with the Communications Specialist.
- Designs marketing and informational materials, particularly in electronic form, for disseminating information to staff and/or the public.
- Disseminates information for the purpose of providing information and/or promoting Puyallup School District programs.
- Maintains a variety of manual and electronic documents, files and/or records for the purpose of ensuring availability of required information/documentation and/or providing an up-to-date reference trail.
- Participates in daily collaboration and planning with department colleagues.
- Prepares materials using various media (e.g. reports, brochures, publications, video presentations, displays, informational packets, etc.) for the purpose of communicating information and promoting achievements of the Puyallup School District.
- Prepares various reports and reconciles cash payments for document preparation.
- Oversees, receives, tracks, and responds to public information requests in accordance with Federal and State laws and Departmental policies/procedures.
- Redacts all records for the purpose of compliance with statute.
- Researches a variety of topics for the purpose of developing newsletters, events calendars, press releases, board highlights, updating the web page; and preparing recognition information for the district.

- Supports the assigned administrator for the purpose of assisting them in the completion of their administrative functions.
- Takes photographs for all district publications for the purpose of communicating information and promoting achievements of the Puyallup School District.

Job Requirements and Minimum Qualifications

SKILLS are required to perform single, technical tasks with a need to occasionally upgrade skills in order to meet changing job conditions. Specific skills required to satisfactorily perform the functions of the job include: operating standard office equipment including using pertinent software applications (e.g. Microsoft Office, PhotoShop, Illustrator, FileMaker, PageMaker, Adobe PremierePro, Adult Information Management System (AIMS) etc.); planning and managing website postings, social media postings, public records requests, emergency communications, and video productions.

KNOWLEDGE is required to perform basic math, including calculations using fractions, percents, and/or ratios; read technical information, compose a variety of documents, and/or facilitate group discussions; and solve practical problems. Specific knowledge required to satisfactorily perform the functions of the job includes: concepts of language, grammar, and punctuation; copyright laws; graphic concepts; educational community; computer operating systems, including Microsoft Office Suite and Adult Information Management System (AIMS); video recording and editing systems; and marketing principles.

ABILITY is required to plan, schedule, and carry-out communication plans. Flexibility is required to work with others in a wide variety of circumstances; analyze data utilizing a variety of complex processes; and operate equipment using a variety of standardized methods. Ability is also required to work with a significant diversity of individuals and/or groups; work with data of widely varied types and/or purposes; and utilize a variety of types of job-related equipment. In working with others, problem solving is required to identify issues and create action plans. Problem solving with data requires analysis based on organizational objectives; determining appropriate scope and problem solving with equipment is moderate. Specific abilities required to satisfactorily perform the functions of the job include: communicating with diverse groups and individuals; being attentive to detail; maintaining confidential information; meeting deadlines and schedules; interpreting rules and regulations (i.e. FERPA, redacting regulations, etc.) setting priorities; and working with detailed information/data.

Responsibility

Responsibilities include: working under limited supervision using standardized practices and/or methods; leading, guiding, and/or coordinating others; and operating within a defined budget. Utilization of significant resources from other work units is routinely required to perform the job’s functions. There is some opportunity to significantly impact the Organization’s services.

Working Environment

The usual and customary methods of performing the job’s functions require the following physical demands: some lifting, carrying, pushing, and/or pulling; and significant fine finger dexterity. Generally the job requires 70% sitting, 20% walking, and 10% standing. The job is performed under a generally hazard free environment.

Experience Job related experience within specialized field is required.

Education Bachelor’s degree in job related area is desired, but not required

Required Testing
Successful completion of required tests

Certificates & Licenses

Continuing Educ./Training

Clearances
Criminal Justice Fingerprint/Background Clearance