

COMMUNICATIONS LEAD TECHNICAL SPECIALIST

Classification: Communications Specialist

Location: District Office

FLSA Status: Non-Exempt

Reports to: District Administrator

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 employer's needs 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. Leads the District's public influence through analysis, communication, and marketing strategies.

Part II: Supervision and Controls over the Work:

Serves under the direction and guidance of the district's Communications and Public Relations Directors. Work is evaluated regarding the quality and effectiveness of social media presence, public information, overall communications, and alignment to the district's mission and vision. Work is guided by, and must comply with District and department policy and procedures and with the administrator's direction. Participates as a member of the Communications Team.

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

1. Coordinates the District's website and social media functions.
2. Coordinates and manages the district's website's functions, design, and maintenance.
3. Communicates the district events, happenings, and news through the web page and all social media platforms daily, and monitors all social media interactions and correspondence daily.
4. Manages, develops, and upgrades the website for District-wide use, as needed and promptly.
5. Responsible for creative services in marketing, including but not limited to original creations of graphics, art, images, infographics, logos, digital media, and print media designed for school communications, web communications, district print communications, and other communication mediums.

6. Creates visually appealing websites that feature user-friendly design and clear navigation, based on research for effective marketing, engagement, and communication.
7. Responsible for creating and integrating charts, data, photos, graphs, videos, documents, flow charts, graphics, etc., into web design, social media, and other communications.
8. Develops and manages the district branding strategies, including materials and presenting the district to stakeholders. Ensures consistent quality management.
9. Photographs or videos of events or individuals as needed.
10. Develops and manages the social media strategy for the District.
11. Provides excellent customer service and integrates the needs of our stakeholders.
12. Facilitates, supports, and serves the school and department web managers, acting as a coach to help them keep their websites attractive and up to date. Serves as the responsive go-to person for web support. Coordinates training and support for all district web leads.
13. Communicate with staff members or groups as needed regarding the functionality and accessibility of the websites; makes changes, trains and supports staff as needed.
14. Facilitates support and serves school and department social media participants, including training.
15. Engages the community by writing and publishing professional documents with excellent grammar and sentence structure. Supports the Director of Communications with district written communications.
16. Writes releases and statements for the website that can be used for other purposes.
17. Represents the District in communications with sensitivity to the cultural, ethnic, gender, and religious diversity of students, staff, parents, and the community.
18. Effectively represents the District in all forums and community relations activities.
19. Quickly creates presentations, responses, and notifications as needed.
20. Must be available before and after hours to support emergency communications needs.

21. Regularly audits analytics and desired growth benchmarks for social media and direct pathway engagements.
22. Regularly audits district and school websites for District quality standards and ADA compliance.
23. Ability to handle multiple tasks in an environment with competing priorities.

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, Creative Cloud Applications: Illustrator, InDesign, Photoshop, Lightroom, After Effects, Premiere, Acrobat)
- Proficient in the following programs: XHTML, CSS, PHP, Javascript, Drupal, WordPress, MySQL, Apache, HTML email design.
- Proficiency in Google Office Products.
- Experience in presentation tools (Google Slides, MS PowerPoint, Keynote, Prezi)
- Knowledge and skill in the effective use and application of office and publication technology, photographic equipment and software, internet and video technology.
- Experience in Video editing (Adobe Premiere, After Effects, iMovie)
- Demonstrated proficiency in web design, coding and modifying websites, from layout to function.
- Demonstrated proficiency in graphics design.
- Proficiency in vector graphics editing tools (Figma, Adobe Illustrator)
- Experience in browser testing including UX and UI Design (Adobe XD, Sketch)
- Experience in wireframing and prototyping
- Working knowledge of user research platforms (SurveyMonkey, JotForm)
- Understanding of WCAG and current ADA standards (certification or ability to become certified)
- Understanding and experience with HTML and CSS
- Understanding and experience with CMS (Drupal, Wordpress)
- 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.

- Ability to maintain high 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 represent those that an employee must meet to successfully perform the essential functions of this job. Reasonable accommodations may enable individuals with disabilities to perform 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.