Communications and Community Engagement Specialist

POSITION SUMMARY: The Communications and Community Engagement Specialist (Technician) is responsible for creating and/or editing content for a host of district communication outreach tools including, but not limited to, social media pages, website pages and newsletters. The specialist is responsible for coordinating the production of publications, maintaining the communications and community engagement budget, and assisting in the creation of communications editorial calendars and communication plans. The specialist also coordinates special events, meetings, and oversees volunteer coordination and the screening of volunteer background check applications. Will assist with translation and/or communication using second language skills when possible.

MINIMUM QUALIFICATIONS
Education, Training, Experience, Licensure and Certification

- High School diploma or equivalent required. Associate's or Bachelor's degree preferred or equivalent work experience
- Ability to read, write, and speak Spanish required
- Licenses, Certifications, Bonding, and/or Testing Required: Criminal Justice Fingerprint Clearance and Current First Aid/CPR Card

SPECIAL KNOWLEDGE/SKILLS:

- Communicating effectively in English, both verbally and in writing (e.g. correct spelling, grammar and punctuation)
- Operating standard office equipment as well as computer programs and applications (e.g. email, system applications, word processing, database, spreadsheet, desktop publishing etc.)
- Knowledge of Macintosh operating systems
- Proficiency with Excel and Microsoft Word required
- Proficiency in InDesign, Photoshop and knowledge of AP style is a plus
- Familiarity with Google Docs, Gmail, and Google calendar and knowledge of iMovie and Final Cut Pro is a plus
- Ability to respond effectively to multiple conflicting priorities, continuously prioritizing and reprioritizing projects and situations and to respond to unexpected changes
- Has demonstrated ability to effectively utilize time and to accomplish tasks and has demonstrated ability to work independently without supervision as well as work effectively in a team setting
- Is able to effectively utilize current and advanced technology tools to enhance effective public relations
- Is a self-starter who has a demonstrated record of being pro-active
- Outstanding ability to exercise judgment and make decisions without definitive guidance or direction
- Ability to present a professional and positive image
- Ability to produce accurate written content under tight deadlines

- Has demonstrated an absolute commitment to the value of public education, demonstrated integrity and excellent human relations and leadership skills, and has demonstrated adherence to confidentiality requirements

MAJOR RESPONSIBILITIES AND DUTIES

- Creates regular, relevant written and video content for district webpage and social media pages
- Composes and designs documents (e.g., correspondence, agendas, minutes, flyers,E-newsletters, print newsletters, brochures, fact sheets, etc.) and prepares presentation materials (PowerPoint, Excel charts, etc.) for the purpose of communicating information to internal and external audiences
- Assists with the management of the district's Key Communicator Network
- Coordinates special events
- Evaluates situations (e.g., involving other staff, students, parents, the public, etc.) for the purpose of taking appropriate action and/or directing to appropriate personnel for resolution
- Processes documents and materials (e.g., schedules, agendas, mail, etc.) for the purpose of disseminating information to appropriate parties
- Creates, updates, and maintains specified pages and information on district and school websites
- Serves as website facilitator for district website
- Responds to inquiries of staff, the public, parents and/or students for the purpose of providing information and/or direction as may be required
- Demonstrates prompt and regular attendance
- Processes criminal background checks
- Maintains database of volunteers and provides support as needed in the management of volunteers
- Handles sensitive material in a confidential manner
- Coordinates Communications and Community Engagement Office Budget
- Perform other duties as assigned

OTHER JOB FUNCTIONS

- Attends meetings as assigned for the purpose of conveying and/or gathering information required to perform functions
- Assists other personnel as may be required for the purpose of supporting them in the completion of their work activities
- Requires periodic early morning, evening, and weekend hours to set-up for meetings and assist administrators

PHYSICAL REQUIREMENTS:

- Ability to:
  - ❖ Sit, stand or walk for prolonged periods of time
  - ❖ Talk and hear conversations
  - ❖ Use precise control of fingers and hand movement, often in a repetitive movement such as keyboarding
  - ❖ Reach for and handle objects
  - ❖ Use close vision, distance vision, color vision, peripheral vision, depth perception and the ability to adjust focus
- Regularly focus on a computer screen
- Bending, stooping, kneeling and lifting up to 15-45 pounds may also be required on occasion

WORKPLACE EXPECTATIONS:

- Maintaining regular and punctual attendance. In case of an absence site and/or district protocol for reporting absences is followed
- Maintaining appropriate confidentiality regarding information relating to students, staff, and district operations
- Dress in a professional and appropriate manner for the assignment and the work setting
- Exercising prudent judgment
- Work independently in the performance of routine duties
- Follow all District policies and work procedures
- Utilize the District's electronics systems and applications only for purposes related to the position
- Participate in required meetings and trainings related to the position
- Interpretation, translating documents, and/or communicating orally in the second language may be required
- Cultivate and model a respectful working and learning environment

*All employees hired by the school district into a position not requiring licensure must be fingerprinted and have a criminal history check completed. The cost is $71.50 and is the responsibility of the employee. This employment is considered probationary pending return of the criminal records check from the FBI and Oregon State Police through the Oregon Department of Education.

Gresham-Barlow School District recognizes the diversity and worth of all individuals and groups. It is the policy of this district and the board of education that there will be no discrimination or harassment of individuals or groups in any education programs, activities or employment. Gresham-Barlow provides equal access to individuals with disabilities.

I hereby confirm my receipt and understanding of this job description and attest to my ability to perform the functions of the position as assigned. If I require accommodation(s) in order to fulfill any or all of these functions, I agree to provide information to the district HR Department regarding the requested accommodation(s).

Employee Name (Print)	**Employee Signature**	**Date**