

The **Communications Specialist** provides administrative support for the Executive Director and Assistant Director of Communications and Engagement as well as front desk reception coverage for the Kyrene District Office. The Communications Specialist **Lead** leads the work of District front office staff, including a rotation of on-call personnel. The Communications Specialist Lead also organizes schedules and sets customer service expectations.

Chain of Command

The Communications Specialist works under the supervision of the Assistant Director of Communications and Engagement and reports to the Executive Director of Communications and Engagement.

Competencies of the Communications Specialist

- Exceptional customer service skills
- Exceptional proofreading, editing, as well as written and verbal communications skills
- Strong organizational and time management skills
- Knowledge of relevant federal, state, and local laws, as pertain to public education, media and communication
- Proficiency with various organizational software (i.e. Microsoft products, OneDrive/Google Drive)

Essential Duties of the Communications Specialist

- Provide front desk reception coverage for the Kyrene District Office
- Provide proofreading and editing services for various departments and school leaders
- Monitor school and department communications for consistency, clarity, and branding. Provide direction for improvement, as needed.
- Support the development and implementation of marketing campaigns, including ad buys and budget tracking
- Assist with placement, tracking and monitoring of earned media (news coverage) and paid media (advertising)
- Assist with organization and management of Communications email inbox
- Other duties as assigned

Minimum Qualifications

High School Diploma or GED and two years of specialized experience related to the area of assignment are required; or, an equivalent combination of education and experience sufficient to successfully perform the essential duties of the job such as those listed above.

Licensing/Certification Requirements

- AZ Driver's License
- AZ IVP Fingerprint Clearance Card

Date Revised

8.14.23