

**27J SCHOOLS
EXEMPT JOB DESCRIPTION**

Job Title: Communications Specialist (bilingual required)
Date Prepared or Last Modified: October 2019 Reviewed 2020
Work Year: 12 months
Department: Superintendent's Office
Reports To: Public Information Officer

SUMMARY: Under the direction of the Public Information Officer, the Communications Coordinator gathers and analyzes information in order to develop, create and edit stories for various print and electronic publications. Performs all related duties and routines necessary to support the strategic goals of Communications department. Develops opportunities and processes to build positive relationships with schools, parents, and the community.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. Other duties may be assigned.

- D 40% Gathers and analyzes information in order to develop, create and edit multimedia content for print and electronic publications such as web and social media, newsletters, press releases, marketing materials, and others as required. Synthesizes complex ideas, programs, systems and processes in order to communicate effectively with diverse audiences through multiple mediums.
- D 20% Develops and maintains relationships with school personnel in order to report on programs and events in support of strategic goals of the communications department. Assists in the development of internal and external communication strategies regarding district-wide issues. Assists with strategic marketing for the district and its schools.
- D 10% Builds relationships with local media outlets, pitches story ideas, and coordinates coverage in order to create a buzz around 27J Schools.
- D 5% Stays current on educational issues affecting Colorado and the 27J community. Develop stories that contextualize issue(s) for the 27J audience.
- D 5% Attends off-hours district meetings and events as necessary to complete assignments.
- D 5% Assists Public Information Officer with the planning and development of community activities and events.
- D 5% Assists Communications Team with crisis communications, incident response and media relations.
- D 5% Serves as an intermediary between Spanish-speaking parents, students, community partners, media outlets and the communications department during emergency messaging situations, media pitches, community presentations, and responds to phone calls and emails from our Spanish-speaking community.
- Ongoing 5% Perform other related duties, as assigned, for the purpose of ensuring an efficient and effective communication program.

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

EDUCATION AND TRAINING: Bachelor's degree or equivalent experience and advanced training pertinent to the position requirements, such as English, journalism, public relations, communications, marketing, etc.

EXPERIENCE: Minimum 2-3 years' experience in journalism, communications, public relations, graphic design or a related field. Ability to publicly represent District with internal and external audiences.

SKILLS, KNOWLEDGE, & EQUIPMENT: Ability to fluently speak, read, write, and translate in Spanish and English. Strong organization, communication, and interpersonal skills. Demonstrated skills in writing and editing. Proficiency with Google Suite. Competencies in photography, videography or graphic production and design (Adobe Creative Suite programs including Premiere Pro, Photoshop, Illustrator and InDesign) required. Ability to adapt to emerging technologies. Possess problem solving skills and reasoning ability. Ability to work with students, staff, parents & community members in a positive manner.

CERTIFICATES, LICENSES, & REGISTRATIONS: Must possess a valid Colorado driver's license.

SUPERVISION/TECHNICAL RESPONSIBILITY: This position does not supervise others.

DIVERSITY OF DUTIES: This position will work independently, but in cooperation with all levels of District staff.

The physical demands, work environment factors, and mental functions described below are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

PHYSICAL DEMANDS: While performing the duties of this job, the employee is regularly required to sit, use hands and fingers, to talk or hear and taste or smell. Frequently required to lift up to 25 pounds. Occasionally required to stand, walk, sit, reach, climb or balance, and stoop, kneel, crouch or crawl.

WORK ENVIRONMENT: The employee is occasionally required to work in outdoor weather conditions and outside of standard office hours.

MENTAL FUNCTIONS: While performing the duties of this job, the employee will regularly be required to coordinate, compile, synthesize and evaluate information. Strong interpersonal skills will be required on a daily basis.