

SCHOOL DISTRICT 27J
ADMINISTRATIVE/PROFESSIONAL/TECHNICAL

Job Title: Communication Specialist (Capital Construction/Bond)
Date Prepared or Last Modified: August 2022
Work Year: 260 Paid Days
Department: Communications
Reports To: Communications Manager (Capital Construction/Bond)
Salary Schedule Range: 2

SUMMARY: As a member of the communications department, the communications specialist is responsible for assessing and implementing strategic communication plans for the bond program. Coordinates strategies and produces plan tactics to meet goals. Gathers and analyzes information to develop, write and edit various print and electronic publications such as newsletters, brochures, toolkits, press releases, news tips, web content, social media content, school and district marketing materials, special one-time publications and others as required. Shoots, edits, narrates and produces photos and videos for print and electronic materials. Develops, conducts and analyzes community engagement strategies to support communications plan goals. Measures internal and external perceptions and attitudes toward schools and the district, affecting the bond program to increase public trust, transparency, knowledge and support. Conducts surveys, polls, and other research to assess progress in meeting bond communication plan goals, determine if communication strategies and tactics are on track to meet goals on time and on budget, and to assess community understanding of bond concepts, progress and facts. Works collaboratively with the district's bond director, construction department and school staff involved in bond program activities.

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

D **30%** Takes photos and videos and creates infographics for district print and electronic publications regarding bond projects, related activities and special events. Creates short and medium length videos illustrating bond program process, benefits and context regarding funding, trends and comparisons with peer districts. Maintains well-organized electronic project archives.

D **20%** Gathers and analyzes information and develops, print and electronic publications such as newsletters, brochures, toolkits, press releases, news tips, web content, social media content, school and district marketing materials, special one-time publications and others as related to bond projects. Utilizes print, electronic and face-to-face strategies to support community education in meeting bond communication plan goals.

D **20%** Designs and produces marketing materials for the bond program. Solicits print estimates, coordinates printing and manages distribution of publications. Writes, edits and produces web-based feature stories, ads and marketing materials and determines best options for targeting messages to specific audiences. Monitors and tracks effectiveness of such materials and communication efforts.

D **15%** Coordinates and implements internal and external communication tactics regarding the 2021 bond program and projects. Supports strategic district and school marketing efforts. Plan, develop and implement special events to increase community awareness and support for the 2021 bond program and the district. Is a member of and representative of the district to the community and civic organizations. Gives presentations about the bond program and the district to such organizations.

D **10%** Develops, conducts and analyzes community engagement strategies to meet plan goals. Conducts surveys, polls, and other research to assess progress in meeting bond communication plan goals, determine if

communication strategies and tactics are on track to meet goals on time and on budget, and to assess community understanding of bond concepts progress and facts.

Ongoing **5%** Performs other duties as assigned.

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 in communications, public relations, advertising, marketing or journalism.
- Bilingual (preferred but not required)

EXPERIENCE:

- At least 3 years of experience in journalism, communication, and production of communications materials.
- At least 2 years of experience in the creation and design of websites and social media content.
- At least 2 years of experience shooting, editing, producing, script writing and narrating videos.
- Experience working with the construction industry. (Preferred)

SKILLS, KNOWLEDGE AND EQUIPMENT:

- Extensive operating knowledge and experience working with computers and software to create and manage a comprehensive communications strategy.
- Skilled use of design software applications included in the most current version of Adobe Creative Suite, including but not limited to Photoshop, Illustrator, and InDesign in support of graphic design, video production, and other multimedia deliverables
- Skilled use of video production software applications included in the most current version of Adobe Creative Suite, including but not limited to Premiere, After Effects, and Audition
- Knowledge of planning, design and preparation of video materials and equipment
- Skill in the use of professional-grade digital video production and editing equipment
- Experienced in creating and producing videos using desktop video editing software.
- Experienced in photography and photography software.
- Highly proficient in using presentation software.
- Ability to meet strict deadlines and balance multiple projects at a time.
- Ability to maintain regular attendance.
- Strong verbal, writing and interpersonal skills.
- Demonstrated ability to work with culturally diverse populations.
- Knowledge of the construction industry. (Preferred)
- Capable of working effectively and cooperatively with people from diverse ethnic and educational backgrounds.
- Proficiency in the Google platform including Google Docs, Google drives, Google Sheets, Google Calendar, Google Analytics (web page analytics), G-mail as well as In-design, web content management system software, Excel, Powerpoint, Visme presentation software (preferred), and various social media platforms and audience engagement tools.
- Ability to represent the district publicly with internal and external audiences.

RESOURCE AND OTHER RESPONSIBILITY:

- Required to be on-call to meet critical communication needs.
- Required to have a cell phone and respond within an appropriate amount of time.
- Must have reliable transportation to be able to go to and immediately respond to any district site including construction sites.
- Will be required to work outside of regular business hours as needs warrant.

CERTIFICATES, LICENSES, & REGISTRATIONS:

- Must possess a valid Colorado driver's license.

SUPERVISION/TECHNICAL RESPONSIBILITY:

- Does not supervise others.

DIVERSITY OF DUTIES:

- Works independently, but in collaboration 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, stoop, kneel, crouch or crawl.

WORK ENVIRONMENT:

- Occasionally required to work in outdoor weather conditions and to visit construction sites periodically.

MENTAL FUNCTIONS:

- Will regularly be required to coordinate, compile, synthesize and evaluate information.
- Strong interpersonal skills are required and expected to be used routinely.