

Redlands Unified School District

COMMUNITY OUTREACH, COMMUNICATION & SOCIAL MEDIA SPECIALIST

DEFINITION

Under general supervision, provide support to the District's educational program by generating and managing content for the District's communication outlets; build relationships with parents, community members, sites, and the District in general through management of the District website, social media outlets, Digital Storytelling, and dissemination of vital information; perform routine administrative tasks for more than one manager/supervisor; and perform other related work as required.

EXAMPLES OF DUTIES

Produce the District's weekly/bi-weekly/monthly/quarterly newsletter and other informational flyers; write, edit, and disseminate print and broadcast stories for the purpose of keeping the public and staff informed; monitor and provide regular updates to the District website for the purpose of keeping stakeholders informed of school District events and activities; utilize Digital Storytelling to promote the vision of the District as well as instructional focus of the organization; write a variety of communications (e.g. personal interest stories, newsletters, etc.) for the purpose of keeping the media and public informed of District activities; produce video, print, and digital media story ideas to the supervisor on a routine basis using salient information gathered from multiple sources; compile, create, and keep current the monthly District activity calendar; collaborate with District and site personnel for the purpose of developing public communication, e-mail items, video clips, and web content; assist with the layout, design, and production of the website and maintain content of website, electronic newsletters, various social media outlets and other publications; photographs and/or video records of District and school site programs and events for the purposes of positive promotion; operate a variety of video, audio and computer equipment for the purpose of producing programs for broadcast, website, various social media outlets and email distribution; attend District hosted meetings with community stakeholder groups (DLAC, LCAP, COC, etc.) for the purpose of maintaining positive communication; maintain collegial relationships with District office and site staff, administrators, teachers, coaches, students, parents and community members for the purpose of serving as a communications liaison for the District and schools; attend community meetings as assigned to represent the District; respond to a variety of internal and external parties (e.g. staff, parents, public agencies, etc.) for the purpose of providing information and facilitating communication among parties; research and utilize current web and internet resources (i.e. Facebook, Instagram, Twitter, etc.) for the purpose of promoting the District's web presence as well as keeping up with new technology; monitor and release official notifications or emergency notifications on appropriate District media and applications; regularly work evenings, weekends, and school breaks as required to cover a multitude of District events.

EMPLOYMENT STANDARDS

KNOWLEDGE AND ABILITIES

Knowledge of:

Web publishing software applications and social media application;
Digital Storytelling elements to promote the District;
Photography, videography, and e-newsletter publishing;
Policies, procedures, and activities of the school system as they pertain to the performance of duties related to the position of Community Outreach, Communication and Social Media Specialist;
Good organizational, human relations and technical skills;
Terminology, principles, and methods utilized within the department;
A variety of educational and communication field concepts, practices, and procedures.

Ability to:

Write clear and concise memorandums, news briefs, and summaries;
Assemble information and make written reports and documents in a concise, clear, and effective manner;
Keep abreast of any changes in policy, methods, digital and social media technologies, computer operations, equipment needs, etc. as they pertain to department operations and activities;
Effectively communicate and interact with supervisors, members of the general public and all other groups involved in the activities of the District;
Perform complex and specialized clerical work utilizing independent judgment, and requiring speed and accuracy;
Use sound independent judgment and work with little direct supervision when necessary;
Comprehend, interpret, and apply regulations, procedures, and related information;
Prepare clear, concise, and comprehensive reports;
Accurately interpret legal mandates, District policies, rules, and regulations, and apply them to a variety of operational procedures;
Understand and carry out oral and written directions;
Collaboratively develop, implement, and sustain an effective social media presence for the District;
Establish and maintain an effective working relationship with those contacted in the course of work;
Relate effectively with racially and ethnically diverse staff, students, and community.

Skills:

Type at a rate of 40 words per minute from clear, legible copy; capable operation of computers, digital still and video cameras;

EDUCATION AND EXPERIENCE

Education:

Bachelor's degree from an accredited college or university with a degree in public relations, journalism, graphic art and design, communications, or related field.

Experience:

Two years of related experience in public relations and/or media work is preferred. Previous experience working with the public school system is preferable. Excellent verbal, written and interpersonal communication skills. Proficiency with current technology for performance of duties. Excellent analytical, critical thinking, and judgment skills.

LICENSES AND CERTIFICATES

If driving a vehicle is required in the course of work, operator must possess a valid and appropriate California driver's license; qualify for insurability with the District's insurance carrier. A valid first aid certificate will be required for some assignments.

PHYSICAL REQUIREMENTS AND WORKING CONDITIONS

Strength:

Work may involve lifting objects up to 50 pounds; physical dexterity in limbs and digits necessary to operate office equipment.

Pre-placement Physical: Class I