



## Marketing Communications Specialist

### Purpose Statement

The job of Marketing Communications Specialist is designed to assist the Community Relations and BPS Foundation in coordinating district and foundation communications, preparing promotional materials, providing information to others, and implementing and maintaining services within established guidelines and standards.

### Supervisory Relationship

Reports to: Community Relations Director

### Essential Functions

- **Acts as liaison** for the district for providing public information (e.g., work with local media, respond to stakeholder questions) to maintain a positive community presence while adhering to relevant requirements.
- **Assists in the coordination** of a variety of activities (e.g., promoting bond elections, launching websites, organizing fundraising campaigns) to deliver services in compliance with established guidelines.
- **Supports the Community Relations Director** in realizing departmental vision and supports other upper-level administrators to achieve department, program, and district goals through various communication channels.
- **Manages assigned program and departmental responsibilities** to achieve outcomes pursuant to the District strategic plan and organizational objectives, ensuring compliance with legal, financial, District, and Foundation requirements.
- **Writes for a variety of formats** (e.g., print, radio, TV, social media, PSAs, student/staff awards, district website) to ensure provision of programs/services within established timeframes and compliance with all District requirements.
- **Assists staff with website training and postings**; manages community relations and BPS Foundation daily web and social media postings, and general emergency communications via automated messaging system to ensure stated outcomes are achieved and relevant policies and procedures are met.
- **Monitors program services** (e.g., web, social media, and emergency communications via automated messaging system) to ensure stated outcomes are achieved, relevant policies and procedures are met, and services are efficiently provided.
- **Performs interdepartmental initiatives** as needed to provide services to other departments related to communication tasks.
- **Performs administrative responsibilities** in support of office operations (e.g., district calendar for board approval, campaign for school supplies, updated design of publications, parent/teacher conferences, graduation news releases, informational materials, equipment, space requirements) to ensure organizational objectives are achieved efficiently and timely.
- **Prepares a wide variety of complex materials** (e.g., poster design, videos, brochures, PSAs, employee newsletters) to document activities, meet compliance requirements, provide audit references, make presentations, and support requested actions.
- **Adheres to School Policies:** Follows school policies and procedures.
- **Attendance:** This position requires prompt and consistent attendance.
- **Performs Other Duties:** Undertakes additional tasks as assigned to support the effective operation of the work unit.

### Job Requirements: Minimum Qualifications

**Skills**

- Competency with graphic design and video/photo editing.
- Operating standard office equipment and utilizing pertinent software applications.
- Planning and managing projects.
- Budgeting and financial management.
- Developing effective working relationships.

**Knowledge**

- Public relations policies and procedures.
- Effective social media and digital communication practices.
- Community resources.
- Personnel policies.

**Abilities**

- Schedule activities, meetings, and events.
- Gather, collate, and classify data.
- Consider various factors when using equipment.
- Work flexibly with others in a variety of circumstances.
- Manage data using defined but different processes.
- Operate equipment using a variety of standardized methods.
- Communicate with diverse groups.
- Meet deadlines and schedules.
- Set priorities and work as part of a team.
- Manage multiple projects.
- Deal with frequent interruptions and changing priorities.
- Maintain confidentiality.

**Responsibility**

Works under direct supervision using standardized routines. Leads, guides, and coordinates others. Operates within a defined budget. Utilizes resources from other work units as needed to perform the job's functions. Has some opportunity to impact the organization's services.

**Work Environment**

The job requires occasional lifting, carrying, pushing, and/or pulling. Some stooping, kneeling, crouching, and/or crawling. Significant fine finger dexterity. The job is performed under minimal temperature variations and under conditions with some exposure to risk of injury and/or illness.

**Experience**

Job-related experience with increasing levels of responsibility is required.

**Education**

Bachelor's degree in a job-related area.

**Clearances**

Criminal Justice Fingerprint/Background Clearance

**FLSA Status**

Non-Exempt

**Salary Grade**

SL

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