

Visual Communications Specialist

DEPARTMENT:	Community Relations and Development	REPORTS TO:	Chief Communications Officer
ANNUAL WORKDAYS:	12 months	COMPENSATION:	Support Staff Salary Pay Grade
FULL/PART TIME:	Part time	FLSA STATUS:	Non Exempt

Position Description

Design best-in-class brand visual expressions and experiences for the Kirkwood School District. Develop the overall layout and production design for logos, promotional artwork, social media graphics, advertisements, brochures, reports, logos, promotional artwork, posters, event invites, event signage, building signage, promotional items, and yard signs. Develop and assist in department-led and supported special events. Support budgeting and finance tracking for the department. Support effective marketing and public relations as well as fundraising efforts across all channels, including social media, email, in-person communications, and events. May involve sharing critical or sensitive information with others.

Task Title	Essential Job Functions	Percent of Time Spent
Digital Graphic Design	<ul style="list-style-type: none"> Design and deliver digital campaigns, bringing ideas to life, solving marketing challenges, and designing best-in-class Kirkwood School District brand expressions and experiences. Develop the overall layout and production design for logos, promotional artwork, social media graphic, etc. 	30%
Print Graphic Design	<ul style="list-style-type: none"> Create visual text and imagery concepts to communicate ideas that inspire, inform, or captivate parents, community members and constituents. Develop the overall layout and production design for advertisements, brochures, reports, logos, promotional artwork, posters, event invites, event signage, building signage, promotional items, and yard signs. 	20%
Website Design	<ul style="list-style-type: none"> Collaborate with others in the department to lay out pages, build the user experience, improve navigation, and maintain and design upcoming events, announcements, communication of information or changes to the website. Test and improve the overall look and feel of the district website. Conceptualize and implement creative ideas with the Kirkwood School District Foundation's area of the website. 	20%
Event Support	<ul style="list-style-type: none"> Work with others in the department to develop and implement special events throughout the district including brand development and print and design graphics. Help to set up, design, assist, and staff events. 	10%

Customer Service	<ul style="list-style-type: none"> • Maintain a positive, empathetic, and professional attitude toward customers at all times. Respond promptly to customer inquiries. • Communicate and coordinate with customers and colleagues through various channels (e.g., email, phone, in-person). 	10%
Department Budgeting and Asset Monitoring	<ul style="list-style-type: none"> • Maintain and review budget, purchasing and allocating funds for the department. • Manage supplies and equipment (valued at ~\$7,0000) related to special events and staff incentives (e.g., banners, flyers, and promotional items). 	10%

The intent of this job description is to provide a representative description of the types of duties and responsibilities required for this position. Employees may be asked to perform other job-related duties as assigned.

Supervisory Responsibilities

- **Supervisory Responsibility:** N/A, not responsible for supervising employees
- **Supervisory Activities:** None
- **Budget Signing Authority:** No budget signing authority
- **Decision-making Authority:** Decisions impact a functional area or department

Qualifications

Required

- **Education:** Bachelor's degree in English, business, marketing, public relations, communications, graphic design, journalism, or related field
- **Previous Work-Related Experience:** At least 4 years of related work experience
- Valid Missouri driver's license

Preferred:

- Marketing and communications skills and past experience, such as video production, graphic design, digital content management, and/or writing/editing

Knowledge & Skills

Knowledge

- **Basic:**
 - Education/Training: Principles and methods for curriculum and training design, teaching and instruction, and measuring training effects.
 - Safety/Security: Equipment, policies, and procedures for the protection of people, data, property, and the organization.
 - Law/government: Relevant local, state, and national laws and government regulations including KSD Board of Education policy
- **Intermediate:**
 - Management: Business/management principles involved in strategic planning, resource allocation, leadership, and coordination of people and resources.
- **Advanced:**

- Accounting: Accounting principles, practices, and the analysis and reporting of financial data
- Administrative: Administrative and office procedures, functions, and basic office tasks
- Computers/IT: Electronic equipment, and computer hardware and software, including social media applications and tools for communications and marketing (e.g., Adobe Illustrator, Adobe InDesign)
- **Expert:**
 - Customer and personal service: Principles and processes for providing customer and personal services.
 - Communications and Public Relations; Graphic Design and Visual Communications

Skills

- **Constantly (More than 5.6 hours or 69% of the day):** N/A
- **Frequently (Between 2.6 hours and 5.5 hours or 33% to 68% of the day):** Speaking, Active Learning, Active Listening, Critical Thinking, Learning Strategies, Monitoring, Operations Analysis
- **Occasionally (Up to 2.5 hours or 32% of the day):** Mathematics, Reading Comprehension, Writing, Financial Management, Time Management, Coordination, Instructing, Service Orientation, Social Perceptiveness, Complex Problem Solving, Judgement/Decision-Making, Systems Analysis, Systems Evaluation, Equipment Selection, Operation and Control, Technology Design
- **Rarely (Less than 1 hour or 12% of the day):** Management of Material Resources, Equipment Maintenance, Installation, Operation Monitoring, Quality Control Analysis, Troubleshooting

Working Conditions

Physical Demands

- **Constantly (more than 5.6 hours or 69% of the day):** Finger Dexterity
- **Frequently (Between 2.6 hours and 5.5 hours or 33% to 68% of the day):** Hearing, Color Vision
- **Occasionally (Up to 2.5 hours or 32% of the day):** Sitting, Standing, Walking, Carrying/Lifting
- **Rarely: (Less than 1 hour or 12% of the day):** Crawling, Crouching/Kneeling, Balancing, Climbing, Multi-limb Coordination, Pulling/Pushing, Reaching, Repetitive Motion

Mental and Psychological Demands:

- *High demands:* The job requires significant mental effort and involves high levels of stress (e.g., Frequent need to deal with difficult customers or manage emotions when interacting with others, often works under tight deadlines, exposure to public criticism, regularly requires extended periods of concentration on complex tasks).

Work Type/Physical Demands

- *Light work:* Exerting up to 20 pounds of force occasionally, and/or up to 10 pounds of force frequently, and/or a negligible amount of force constantly to move objects. If the use of arm and/or leg controls requires exertion of forces greater than that for sedentary work and the worker sits most of the time, the job is rated for light work.

Working Environment

- *Everyday risk and discomfort level:* The environment involves everyday risks or discomforts that require normal safety precautions typical of such places as offices, meeting and training rooms, libraries, residences, or commercial vehicles, e.g., use of safe work practices with office equipment, avoidance of trips and falls, observance of fire regulations and traffic signals. The work area is adequately lighted, heated, and ventilated.

EEO Statement

Kirkwood School District is an Equal Opportunity Employer and does not discriminate on the basis of race, color, religion, national origin, age, disability, or sex, including pregnancy, sexual orientation, and gender identity and other characteristics protected by law.

Last Updated: May 12, 2024