

COMMUNICATIONS SPECIALIST

Classification: Administrative-Central Office
Reports to: District Administrator
Bargaining Unit: OSEA

Location: District Office
FLSA Status: Non-Exempt

The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the employer's needs and requirements of the job change.

Part I: Position Summary:

Manages and optimizes digital media (district websites, social media, photography, etc.).
Develops communications and engagement materials (newsletters, flyers, presentations, etc.).
Facilitates the flow of information between stakeholders. Ensures transparent and accessible communication between the school district and the community.

Part II: Supervision and Controls over the Work:

Serves under the direction and guidance of the administrator responsible for the Communications and Community Relations Team. Work is evaluated regarding the quality and effectiveness of social media presence, public information, overall communications, and alignment to the district's mission and vision. Work is guided by, and must comply with District and department policy and procedures and with the administrator's direction. Participates as a member of the Communications Team.

Part III: Major Duties and Responsibilities: Performs some or all of the following duties with relative independence.

1. Creates newsletters, articles, flyers, news briefs, presentations, written responses, and notifications as needed. Drafts and edits materials to fit the audience and the intended purpose and objectives of the release. Frequently visits schools or other district sites to gather information.
2. Coordinates and manages the district's website functions, design, and maintenance; creates visually appealing websites that feature user-friendly accessible design.
3. Creates graphics, infographics, logos, digital media, and print materials; integrates visual elements into web design and social media communications.
4. Trains and supports school and department web managers, acting as a coach to help them keep their websites attractive, accessible and up to date, while making timely website updates as needed.
5. Communicates district events, happenings, and news through print, webpages and social media platforms.

6. Coordinates and manages the district's social media accounts; creates succinct, engaging social media content; supports school and department social media management, including training.
7. Coordinates and manages the district's unified communication platforms (eg. ParentSquare, Peachjar).
8. Reviews engagement analytics and revises communication strategies based on analytics.
9. Photographs or videos events or individuals as needed on site at district locations or events.
10. Develops and maintains district branding materials.
11. Assists in district event planning, especially in the community engagement process and effectively represents the District in community relations activities.
12. Participates in meetings with diverse stakeholders.
13. Manages surveys and other research tools and uses results to improve district relationships.
14. Demonstrates proficient project management skills.
15. Represents the District in communications with sensitivity to the cultural, ethnic, gender, and religious diversity of students, staff, parents, and the community.
16. Addresses user-accessibility in the development of web content and in the design of communication.
17. Ability to handle multiple tasks in an environment with competing priorities.
18. Provides excellent customer service and integrates the needs of stakeholders.
19. Must be available before hours, after hours and on weekends to support emergency communication needs and participate in community engagement events.

Performs other duties as assigned.

Part IV: Minimum Qualifications:

Incumbents must have successful experience in working with culturally diverse families and communities, or have otherwise demonstrated a commitment to strengthening engagement of a diverse community and skill in communicating with a diverse population.

- Bachelor's degree and three (3) years' experience or equivalent training and experience in public administration, journalism, graphic design marketing, community relations, and/or other related fields.
- Must possess a valid state driver license.
- Proficient at common office, publication and design software programs, eg. MS Office, Google Office Suite, Adobe Creative Suite (Illustrator, InDesign, Photoshop, Lightroom, After Effects, Premiere, Acrobat), Canva.
- Experience in presentation tools, eg. Google Slides, MS PowerPoint.

- Demonstrated proficiency in web design and graphics design with functional understanding of website content management and basic HTML/CSS.
- Understanding of WCAG (Web Content Accessibility Guidelines) standards.
- Good communications skills: written, interpersonal, small and large group.
- Strong understanding of "customer-centered" support and the ability to establish effective working relationships at all levels of the organization.
- Ability to maintain high discretion and confidentiality regarding district and employee information.
- Ability to work both independently and cooperatively, exercise judgment and creativity, strong interpersonal skills, and skill to organize work, set priorities, and meet deadlines.
- Initiative and ability to work with minimal directions; sound judgment and decision making capabilities are essential.
- Ability to manage several projects at the same time, adhering to various deadlines and resetting priorities in the process.

Part V: Desired Qualifications:

1. Development and management of online and in-person training.
2. Bilingual (Spanish and English).
3. Experience in a public school or public employment setting.

Part VI: Physical and Environmental Requirements of the Position:

The physical demands and work environment described here represent those that an employee must meet to successfully perform the essential functions of this job. Reasonable accommodations may enable individuals with disabilities to perform essential functions.

While performing the duties of this job, the employee is frequently required to sit, talk, lift, carry, move about, hear and speak. Employee may be required to perform extensive work at a computer display terminal.

The employee must occasionally lift and/or move 25 to 50 pounds.

Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

Employee may be required to interact with clients, customers, and staff who are emotionally upset, angry, or distraught. In such interactions, employee must be able to maintain control, decorum, and empathetic professionalism.