

CONFIDENTIAL JOB DESCRIPTION

COMMUNICATIONS SPECIALIST

JOB SUMMARY:

The Communications Assistant works under the direct supervision of the District Communication Officer and is responsible for the management of District communication to all stakeholders. This includes communicating and promoting opportunities and information about the District and events within the District to community members, families, local media, and others to increase community engagement within our schools. Communication Assistant also assists as needed, with the identification, development, coordination, review, implementation, and evaluation of grants, grant proposals, and grant-funded projects at the District and school sites, to evaluate grant programs; and to gather data and assist in writing grant proposals.

ESSENTIAL JOB FUNCTIONS:

- Creates, develops, and implements communication tools for the school, community, and the District, including newsletters, flyers, social media sites, press releases, and websites/pages to maximize community, staff, and family engagement.
- Manages an array of public and internal information activities utilizing multiple sources, including print, television, radio, and online media.
- Acts as a liaison between the school and families, the community, and outside community organizations and businesses.
- Becomes aware of and is active in community initiatives.
- Provides information and assistance to families, media, and the community about a variety of programs.
- Maintains and monitors the District's social media sites and updates with appropriate content.
- Plans, develops, and implements a variety of public relations strategies and tools and works with the executive team and District Communication Committee to develop and coordinate the District's community outreach plan.
- Assists in researching grant opportunities based upon data indicators of District's Strategic Goals to help realize the District's Shared Vision.
- Assists in reviewing grant proposals prior to submission to the funding agency.
- Provides technical assistance, coordinates, and monitors grants in the areas of budget and operations, including the scheduling of training, selection of participants, and the monitoring and revision of goals and objectives; maintains data regarding grants and grant funding; and provides periodic reports to the Board of Education and to the funding agency.
- Assists in coordinating and monitoring the implementation of site-based and other District-funded grant projects to ensure that each grant project is in compliance with District procedures and the requirements of the funding source.

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ADDITIONAL JOB FUNCTIONS:

- Support District Communications. The District employs a full-time Communication Officer. This position would support as needed when multiple communications personnel are needed. Ex: Two events taking place at the same time, large events requiring more than one communication personnel.
- Post events and report events on District social media.
- Other communication duties as assigned.
- Performs related duties as assigned.

ESSENTIAL JOB REQUIREMENTS - QUALIFICATIONS:

- Ability to: Analyze problems, identify alternative solutions, project consequences of proposed actions, implement recommendations in support of goals; delegate duties and tasks, oversee their administration, and provide necessary input; exercise leadership through the use of organizational, supervisory, and interpersonal skills; interpret, apply, and communicate applicable federal, state, and local policies, procedures, laws, and regulations; assist in preparing and administering a department or division budget; learn, interpret, and correctly apply District policies, rules, and regulations; knowledge of MS Suite of programs.
- BA degree required in related field or equivalent experience.

CONFIDENTIAL Salary Schedule : Range 30
BOARD APPROVED: 02/15/23