



MONONA GROVE

SCHOOL DISTRICT

5301 Monona Drive, Monona, WI 53716

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www.mononagrove.org

Position Description

Position Title:	Communications Specialist
Department / Location:	Communications / District Office
Reports to:	Director of Communications
Employees Supervised:	None
Classification:	Non-exempt
Status:	12 month
Created / Revised:	February 2025

Job Purpose

Under the supervision of the Director of Communications, the Communications Specialist administrative assistant provides support to the communications office. All responsibilities must align with the communications strategy and plan as determined by the Communications Director and Superintendent. The duties of this position require excellent communication skills, as well as superior organizational skills and customer service.

Essential Functions and Responsibilities

This position description is not intended to be an exhaustive list of all duties, knowledge or skills associated with this position, but is intended to accurately reflect the essential job elements. Any combination of the job functions shown below may be performed.

Essential Functions

1. Support and develop multi-modal content for districtwide social media, website, and other publications, including graphics, photos, videos, and written pieces.
2. Schedule content, analyze data, review trends, and implement improvements as needed on social media platforms.
3. Update and maintain districtwide pages on the website and provide support and expertise to school-based website contacts.
4. Promote a positive image of the school district by responding to inquiries from diverse constituencies, providing information, referring inquiries or problems to the appropriate office or person and following up to determine the resolution of the issue.
5. Support districtwide electronic communications and maintain the communications platform (primarily School Messenger). Ensure consistent and responsive message delivery and engagement.
6. Coordinate publications and projects by compiling data, tracking, and proofreading

documents.

7. Provide support related to logistics, reporting, training, communications, and processes. Serve as general communications, project, and event planning support.
8. Manage sensitive and confidential material and use discretion and judgement in handling the information.
9. Assist in quality control and maintenance of style guides.
10. Maintain files, reports, spreadsheets, and department budget.
11. Attend work regularly.
12. Perform other duties as assigned.
13. Train and support applicable staff on mass communications and website platforms.
14. Create, maintain and analyze surveys and survey data.
15. Write video scripts and assist in production and post-production of online videos.

Knowledge, Skills and Abilities

1. Must have superior customer service skills.
2. Must be highly organized and be able to work with nominal direct supervision.
3. Must enjoy detail-oriented work requiring a high level of accuracy.
4. Must have excellent written and verbal communication skills.
5. Must be well organized and demonstrate initiative.
6. Must demonstrate the ability to establish and maintain exemplary relationships by using appropriate interpersonal skills.
7. Must understand the need for teamwork, timeliness, and accuracy.
8. Must be able to maintain confidentiality of sensitive information and interact with others to accomplish tasks without arousing hostility.
9. Must have knowledge of good grammar, spelling, punctuation, and basic math abilities.

Working Conditions

1. Indoor office environment.
2. Continuous contact with staff and the public/community.
3. Work involves frequent disruptions of daily schedule.
4. Travel to and from district locations and occasionally conferences,

Physical Requirements

1. Must be able to sit or stand for prolonged periods.
2. Must be able to perform light physical work, frequently lifting up to 10 pounds and occasionally lifting up to 30 pounds without assistance in an indoor setting.
3. Must be able to communicate effectively on the telephone and in person to provide information and assistance.
4. Must be able to move throughout the building and from building to building.
5. Must be able to reach in all directions and bend/stoop to store and retrieve files, use telephone, calculator, computer, and other office equipment.
6. Must have dexterity and hand/eye coordination necessary to operate computer keyboard, hand tools, test equipment and other office equipment such as fax machine, printers, etc.
7. Must have the ability to participate in numerous conversations throughout the day, both in person and over the telephone.
8. Must be able to complete job duties in an environment where background noise and frequent interruptions are the norm.

9. Must have the ability to maintain concentration and focus on tasks requiring timeliness and attention to detail.

Education and Experience

1. High school diploma or equivalent required.
2. One - two years writing, web, or other communications experience preferred.
3. Previous office experience preferred.

EEO Statement

The MGSD does not discriminate on the basis of age, race, sex or sexual orientation, marital status, handicap, national origin, creed, arrest or conviction record, ancestry, member of military reserve, or any other reason prohibited by state or federal law.

Acknowledgement

By signing this job description, I acknowledge that I have read and understand the duties, qualifications and requirements of the position. My signature further attests that I am able to perform the essential functions of this position with or without a reasonable accommodation. I understand that this job description does not represent a contract of employment and that the Monona Grove School District reserves the right to change duties, responsibilities or activities with or without notice.

Employee Signature

Date Signed

Disclaimer: This position description is subject to change at any time