Job Description
MOORE PUBLIC SCHOOLS

Job Title: **Communications and Marketing Specialist**

Qualifications:

Credentials: Employment and experience in the field of public relations, journalism, communications, marketing, or related field. Accreditation in public relations (APR) preferred.

Education: Bachelor's degree in public relations, mass communications, journalism, marketing, or related field.

Training/Experience Required: Five (5) years of experience. An equivalent combination of education and college experience may be sufficient to successfully perform the job's essential duties.

Job Goal (Purpose of Position: The Communications and Marketing Specialist is a professional writer and storyteller, representing MPS using high standards of journalistic and professional business writing and research. This position can work for an extended period of time to simplify a high volume of information and complex topics for use across various audiences and platforms. The successful candidate is curious and a technical problem-solver at their core. They will tell the MPS story and history through writing, photos, and graphics, using both digital and traditional delivery systems.

The Communications and Marketing Specialist serves as an important support function to the district as a whole. This position develops content marketing (brand) and digital marketing content (conversion) for use with internal and external district communication. This person must be an expert in writing, grammar, and AP Style and be able to produce clear, compelling content, even under tight deadlines.

The Communications and Marketing Specialist's primary focus is writing and producing fresh content and stories, covering events, and providing project and production coordination. This person works diligently in a team-oriented environment to deliver professional-grade, relevant content with supporting assets that tell our story. This position plays a key role in advancing the MPS Vision of Shaping Today's Students into Tomorrow's Leaders.

Technical Skills and Essential Job Functions:

- Must maintain extreme professionalism, maintain confidentiality, and keep sensitive information secure, with the ability to use discretionary judgement.
- Expertise in research, copywriting, and editing for business, journalism, social media, and websites.
- Ability to work under pressure and pivot quickly with production deadlines when necessary.

- Supports the Communications Director and team to implement effective external and internal communication strategies to improve awareness, strengthen support, and build confidence in MPS.
- Will take writing and production assignments and seek positive stories from across the district.
- Serves as the district's official photographer and will take video, capturing special events for district social media, press releases, and the website.
- Will develop and implement creative, consistent, and engaging content and digital campaigns for use across multiple digital media.
- Shares the responsibility of protecting the MPS logo and brand, adhering to and helping others utilize and align with the MPS Brand Guidelines.
- Plans and maintains a comprehensive content/features calendar to cover annual district events.
- Coordinates interviews and portraits with colleagues and students for feature stories to be used across various digital or published platforms.
- Research, write, and edit with great attention to the fine details for eNewsletters, news releases, feature stories, and video scripts to promote the district. Will also scan and edit social media posts and our website to ensure consistency with our brand tone and messaging.
- Regularly evaluates and updates district marketing materials.
- Keeps the MPS website content updated with copy changes from district departments, and on developments for bond projects, Moore Love, Bridges of Moore, and other large district efforts.
- Assists in creating and populating new web pages with supporting content for campaigns, programs, divisions, and/or events.
- Proficient in designing graphics for marketing ads and campaigns.
- Ability to recommend digital and traditional marketing strategies.
- Knowledge of file management, web and cloud-based productivity tools, file/server transfer, web forms, data collection, and database concepts.
- Knowledge of the use of social media platforms and tools, including Facebook, Instagram, Twitter, LinkedIn, and SproutSocial, or another social media management platform.
- Researches and remains current on communication tools and technology, including social media tools and analytics to drive campaigns. Will update professional skills in AP Style changes, photography, and video production.
- May assist the Communications Director with media interviews at school sites.
- Experience planning, shooting, and editing videos, or must have a willingness to learn this required skillset.
- Performs other duties as assigned.

Professional Skills

- Must be a relentless problem solver with a bias toward action, whether in gathering information, determining gaps, and sourcing and securing accurate details, or in technical solutions for self, team, and others.
- Must be self-motivated and self-directed with the ability to work independently for long and focused periods at a time, moving projects toward completion.

- Must be a reliable self-starter with close attention to deadlines, continual updates for the supervisor and team, and must be multi-task oriented.
- Elevated skills in conducting in-depth research, analyzing, and managing large amounts of information, and at times no information, to develop copy.
- Must have a high level of professionalism with an expedited response time when working and communicating with executives, team members, colleagues, vendors, and community partners.
- Will engage collaboratively with the Communications team and with district departments to provide thoughtful and creative ideas and professional production support.
- Will assist the Communications Director and internal departments with logistics and coordination to work on and promote special events and activities.

Performance Expectations: It is essential that the incumbent use creativity, initiative, and effective problem-solving. This employee will:

A. Write strong, clear, creative, and effective content while adhering to the MPS Brand Guidelines to market our district and programs.
B. Function with a high level of organization and multitasking skills, along with elevated ethics in business, PR, and journalism.
C. Will update the Communications Director on the status of projects.
D. Will use effective planning, project management, and prioritization skills.
E. Must be coachable, take direction, manage written and production critiques well, have a positive attitude, and have a willingness to grow professionally.
F. Must remain flexible, responsive, and dependable in an ever-changing and fast-paced environment.
G. Be on time for work and meetings, be professional in all communications and interpersonal interactions, and be dedicated to the time required to finalize production projects.

Required Knowledge and Skills:

- AP Style for feature stories.
- Understanding or experience in media relations.
- In-depth understanding and experience with print production and graphic design.
- In-depth experience shooting and editing high-resolution photos.
- Proficient with digital photography and editing software.
- Proficiency with the Adobe Creative Suite.
- Proficiency with the Microsoft Suite of applications.
- Proficiency with Canva or a similar platform for quick graphics production.
- Knowledge of Finalsite CMS or another website CMS, Final Cut Pro, and iMovie.
- Experience with digital marketing, and should be proficient in understanding web, social media, and Google Analytics.
- Understanding of SEO and SEM strategies for the best online positioning when writing content.
- Understand how to tell a story through video.

Contact with Others: An incumbent in this position has regular contact with persons inside and outside of the district, which requires extreme tact, diplomacy, and sound independent judgement. This position is a support function for all departments of the MPS district.

Supervision exercised: None

Reports To: Director of Communications & Community Relations

Physical/Mental Requirements and Working Conditions:
This is an office job but sometimes requires physical/mental requirements other than those included in the essential functions. This position may, on occasion, be required to lift up to 30 lbs and transport various equipment or goods. This position requires the employee to sit for extended hours while producing and editing content to support the MPS Communications Department projects.

Terms of Employment: 250 days, exempt, and Set by Board

Evaluation: Performance of this job will be evaluated annually in accordance with the provisions of Board policy.

Approved 03/09/2026