Poudre School District

HUMAN RESOURCES DEPARTMENT

JOB DESCRIPTION

Job Title:	**Internal Communications Specialist**	FLSA Status:	**Exempt**
Job Family:	**Support Services**	Pay Range:	**SS35Y**
Prepared/Revised Date:	**February 7, 2025**	Job Code:	**35313**

SUMMARY: Responsible for developing and implementing strategies to keep district staff informed, engaged, and aligned with organizational priorities This role ensures effective communication across department and schools while fostering collaboration and staff morale.

ESSENTIAL DUTIES AND RESPONSIBILITIES: *To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Frequency of duties, percent of time and work year may vary based on department or building assignment. This job description is not intended to be all inclusive and the employee will also perform other reasonably related duties as assigned by the supervisor.*

1. Develop and execute a comprehensive internal communication strategy to enhance staff engagement and collaboration.
2. Write and distribute staff newsletters, updates, and announcements about district news, policies, and events.
3. Manage internal communication platforms, such as the intranet and email systems, ensuring consistent and accessible messaging.
4. Collaborate with department leaders to address communication gaps and improve information flow.
5. Conduct surveys and feedback sessions to gather staff input and adjust strategies as needed.
6. Support crisis communications by coordinating and distributing internal messages during emergencies.
7. Perform other duties as assigned.

EDUCATION AND RELATED WORK EXPERIENCE:

- Bachelor's degree in communications, public relations, or a related field
- Three years of experience in internal or organizational communication
- Three years or more of demonstrated copywriting, newsletter writing, publication editing, and design experience required; photography experience preferred
- Equivalent combination of education and experience acceptable

LICENSES, REGISTRATIONS or CERTIFICATIONS:

- Criminal background check required for hire

TECHNICAL SKILLS, KNOWLEDGE & ABILITIES:

- Excellent writing, editing, and planning skills for internal communication.
- Proficiency in managing communication platforms, including intranets and email systems.
- Strong organizational skills to prioritize multiple projects and deadlines.
- Familiarity with staff engagement strategies and best practices in internal communication.
- Ability to analyze data and feedback to refine communication plans.
- Experience in creating accessible content for diverse audiences.
- Capable of developing strategic partnerships with department leaders to foster collaboration.
- Social media skills to present positive image
- Customer service and public relations skills
- Ability to work independently and exercise judgement based on best practices
- Ability to maintain confidentiality in all aspects of the job
- Ability to manage multiple priorities
- Ability to work as a team player
- Ability to maintain honesty and integrity in all aspects of the job
- Ability and willingness to adhere to attendance requirements, including regular and punctual employee presence
- Ability to promote and follow Board of Education policies, District policies, administrative guidelines and building and department procedures
- Ability to communicate, interact and work effectively and cooperatively with people from diverse ethnic and educational backgrounds
- Ability to recognize the importance of safety in the workplace, follow safety rules, practice safe work habits, utilize appropriate safety equipment, and report unsafe conditions to the appropriate administrator

MATERIALS AND EQUIPMENT OPERATING KNOWLEDGE:

- Operating knowledge of and experience with personal computers and peripherals
- Operating knowledge of and experience with Microsoft Office, PhotoShop, digital photography and presentation software
- Operating knowledge of and experience with standard office equipment, such as telephones, copier, fax machine, E-mail, etc.

REPORTING RELATIONSHIPS & DIRECTION/GUIDANCE:

	POSITION TITLE	# of EMPLOYEES
Reports to:	Executive Director of Communications	
Direct reports:	This job has no direct supervisory responsibilities.	

STANDARD PHYSICAL DEMANDS & WORKING CONDITIONS: *Poudre School District is committed to the full inclusion of all qualified individuals. As part of this commitment, Poudre School District will ensure that qualified individuals with disabilities are provided reasonable accommodations. If reasonable accommodation is needed to participate in the job application or interview process, to perform essential job functions, and/or to receive other benefits and privileges of employment, please contact ada@psdschools.org.*

PHYSICAL ACTIVITIES:	Amount of Time			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Stand		X		
Walk		X		
Sit				X
Use hands to finger, handle or feed		X		
Reach with hands and arms		X		
Climb or balance	X			
Stoop, kneel, crouch, or crawl	X			
Talk				X
Hear				X
Taste	X			
Smell	X			

WEIGHT and FORCE DEMANDS:	Amount of Time			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Up to 10 pounds		X		
Up to 25 pounds	X			
Up to 50 pounds	X			
Up to 100 pounds	X			
More than 100 pounds	X			

MENTAL FUNCTIONS:	Amount of Time			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Compare				X
Analyze				X
Communicate				X
Copy		X		
Coordinate				X
Instruct			X	
Compute		X		
Synthesize			X	
Evaluate			X	
Interpersonal Skills				X

MENTAL FUNCTIONS:	Amount of Time			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Compile				X
Negotiate		X		

WORK ENVIRONMENT:	Amount of Time			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Wet or humid conditions (non-weather)	X			
Work near moving mechanical parts	X			
Work in high, precarious places	X			
Fumes or airborne particles	X			
Toxic or caustic chemicals	X			
Outdoor weather conditions	X			
Extreme cold (non-weather)	X			
Extreme heat (non-weather)	X			
Risk of electrical shock	X			
Work with explosives	X			
Risk of radiation	X			
Vibration	X			

VISION DEMANDS:	Required
No special vision requirements.	
Close vision (clear vision at 20 inches or less)	X
Distance vision (clear vision at 20 feet or more)	X
Color vision (ability to identify and distinguish colors)	X
Peripheral vision	X
Depth perception	X
Ability to adjust focus	X

NOISE LEVEL:	Exposure Level
Very quiet	
Quiet	X
Moderate	
Loud	
Very Loud	