

COMMUNICATIONS SPECIALIST II

DEFINITION:

Under the direction of the Chief Communications and Community Engagement Officer, the Communications Specialist II performs a variety of specialized duties in the research, preparation, composition, design, writing, editing, and distribution of materials in print, video, and/or electronic formats; assists schools and departments in developing and implementing effective communication plans; develops and maintains a specialized knowledge base and skill set relevant to assigned communication duties, including, but not limited to, website structure, social media platforms, site and department communication strategies, and evolving trends in the communication field; supports objectives including public relations efforts, strategic communication plans and marketing initiatives, staff professional development, community outreach initiatives, and stakeholder engagement activities that build support and understanding for the District's schools, programs, and initiatives. The Communications Specialist II works closely with the Chief Communications and Community Engagement Officer to ensure consistency and quality across District communications and adherence to the District's strategic communication goals and priorities.

QUALIFICATIONS:

A combination of education, training and/or experience that provides the required knowledge, skills, and abilities to perform the essential functions of the position. Additional experience, as outlined below, may be substituted for required education or specialized training on a year-for-year basis. A typical combination includes:

Education:

- Bachelor's degree with major coursework in communication, public relations, marketing, or a related field.

Experience:

- Five (5) years of experience in journalism, public relations, or another communication-related field with a public agency, including two (2) years as a Communications Specialist or in a comparable role.
- Experience with electronic media and website applications is required.
- Experience with website design, media production, and programming is desirable.

DISTINGUISHING CHARACTERISTICS:

The Communications Specialist II is the second journey-level classification in the series. Advancement to Communications Specialist II requires greater responsibility in leading and developing comprehensive communication strategies, providing strategic guidance to staff and District leadership, and maintaining advanced expertise in digital platforms and evolving communication trends. The Communications Specialist II role also involves driving stakeholder engagement, marketing, and staff development; supporting emergency and crisis communications; serving as a lead resource to communication staff; providing guidance and

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technical direction to interns and support personnel; and coordinating the work of lower-level staff. Progression from Communications Specialist I to Communications Specialist II demonstrates a shift from supporting communication efforts to shaping and guiding districtwide initiatives, with increased leadership, technical expertise, and impact in support of the Chief Communications and Community Engagement Officer. The Communications Specialist II is expected to perform all tasks of the Communications Specialist I, in addition to handling more complex and strategic assignments that require advanced technical skills.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

This position description is not intended to be an exhaustive list of all duties, knowledge, or abilities associated with this classification, but rather it is intended to accurately reflect the principal job elements.

- Perform increasingly complex duties associated with the Communications Specialist classification.
- Lead the development and implementation of strategic marketing and communication plans under the direction of the Chief Communications and Community Engagement Officer.
- Lead and coordinate the development of advertising and promotional creative materials, including graphics, web content, videos, and written copy, in close collaboration with internal staff.
- Coordinate and collaborate with external agencies to guide campaigns and projects, ensuring timely implementation.
- Assist in coordinating crisis response communications and implementing communication protocols during emergency situations.
- Lead the planning, coordination, and evaluation of contemporary and traditional media, including social media, for marketing, promotional, and communications projects and campaigns; research content; gather and verify information from internal and external contributors; conduct interviews for feature articles; write and/or speak on relevant and current topics; and determine the tone and intended audience of articles.
- Coordinate and oversee District social media sites, provide communications counsel to internal clients, monitor media, edit and produce communications, and support media relations.
- Arrange and coordinate media interviews; respond to media inquiries and provide information.
- Analyze project and program evaluation data; interpret and incorporate data into written reports and/or documents for communications, marketing, media, and public use.
- Assist in the preparation and development of the department's annual budget; analyze and review budgetary and financial data; monitor expenditures; and provide recommendations regarding budget utilization in accordance with established guidelines.
- Advise, support, and work with school sites, administrators, District personnel, and departments on a variety of projects, including communications and marketing efforts; provide excellent customer service; develop and maintain professional relationships with

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the press, government and elected officials, business representatives, community members, and District staff; respond to phone calls, emails, letters, and other communications; and lift light objects.

- Utilize word processing, desktop publishing, and webpage design software to assist in the creation of files and documents for a variety of online and printed publications and/or other materials; design page layouts; typeset text and headlines; prepare display advertisements; create special effects or other visual images; and manipulate graphics and photos.
- Prepare written and oral communications, such as press releases, newsletters, and speeches to convey information relative to the District under the direction of the Chief Communications and Community Engagement Officer.
- Attend Board of Education meetings as needed and serve as liaison to the media; coordinate requests for interviews, respond to questions, and provide results of Board actions as appropriate.
- Ensure that internal and external publications meet the District objectives of communicating accurate, substantive, and timely information.
- Organize and edit rough draft copy according to accepted rules of style and syntax; verify facts, dates, and statistics in copy, using standard reference sources; rewrite text for greater consistency, clarity, and adherence to the space limitations of publications.
- Utilize technology to capture photographs, images, or art as digital data that can be incorporated directly into use on public websites and electronic page layouts or which may be further manipulated using computer software.
- Prepare and store documents using modern office equipment and technology, including computers, scanners, fax machines, printers, copiers, and electronic storage devices.
- Operate a computer to input, output, update, and access a variety of records and information; generate reports, records, lists, and summaries from computer databases.
- Promote teamwork by sharing appropriate knowledge, cooperating with others, participating in meetings and work groups, serving on committees, and supporting the goals and objectives of the District and division.
- Perform other duties related to the position.

KNOWLEDGE, SKILLS AND ABILITIES:

- All facets of the production process of a periodical or newsletter, which includes researching for content, gathering information from outside contributors, interviewing for feature articles, and writing on relevant and current topics;
- Technical aspects of the field of specialty;
- Writing techniques and standard editing procedures;
- Public relations communication practices and strategies;
- Understanding of communication theory and best practices for using data to inform effective communication;

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- Internal communications practices and strategies;
- Graphics, page layout, and desktop publishing software;
- Webpage design and publishing software;
- Popular type styles, proportional gauge, and photographic techniques;
- Copyright laws and web accessibility;
- Speaking and presentation skills and protocols;
- Applicable sections of the State Education Code, other laws, rules, and regulations related to assigned activities;
- District organization, operations, policies, procedures, goals, and objectives;
- Correct oral and written usage of English, grammar, spelling, punctuation, vocabulary, and composition;
- Operation of a computer, including scanners and laser printers;
- Record-keeping techniques;
- Interpersonal skills using tact, diplomacy, and courtesy;
- Health and safety regulations;
- Write and/or report media stories that provide an effective public understanding of Folsom Cordova Unified School District issues, goals, objectives, and accomplishments;
- Prepare frequent detailed and accurate reports;
- Conceptualize project objectives and effectively utilize knowledge to create optimum impact;
- Design page layout, assign type characteristics, and import text and graphics into electronic page layouts;
- Organize and edit rough draft copy according to accepted rules of style and syntax;
- Verify facts, dates, and statistics; check copy for readability and agreement with District policy;
- Demonstrate good judgment and a strong sense of ethics;
- Read, understand, apply, and explain rules, regulations, policies, and procedures;
- Operate a computer, desktop publishing software, and peripheral equipment used in graphics layout and production;
- Handle multiple tasks, work under pressure, and work with priorities/deadlines subject to frequent change;
- Work confidentially, with discretion, and with knowledge of Federal, State, and District privacy laws and policies;
- Communicate effectively both orally and in writing;
- Establish and maintain cooperative and effective working relationships with others;
- Analyze situations accurately and adopt an effective course of action;
- Collaborate in team efforts and projects; and
- Lift light objects according to safety regulations.

COMMUNICATIONS SPECIALIST II**PHYSICAL REQUIREMENTS:**

Physical abilities include the usual and customary methods of performing the job's functions and require the following physical demands: occasional lifting, carrying, pushing and/or pulling; some climbing and balancing, some stooping, kneeling, crouching; reaching, handling, touching and/or feeling; manual dexterity to operate a telephone and enter data into a computer.

Significant physical abilities include ability to sit at a desk, conference table, or in meetings of various configurations for extended periods of time; see and read, with or without visual aids, laws and codes, rules, policies and other printed matter, computer screens and printouts; hear and understand speech at normal room levels and hear and understand speech on the telephone; speak in audible tones so that others may understand clearly in normal conversations.

WORK ENVIRONMENT:

The work environment characteristics described are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- The noise level in the work environment is usually moderate.
- Employees in this position will be required to work indoors in a standard office environment and come in direct contact with District staff and the public.
- May attend District and/or community events on weekends and evenings on a voluntary basis.