Bliss Educational Services Center
1900 Polk Street, Stevens Point WI 54481

STEVENS POINT AREA PUBLIC SCHOOL DISTRICT

POSITION DESCRIPTION
Communications Specialist

General Definition of Work
Position plays a pivotal role in enhancing the public image and promoting the mission and values of the Stevens Point Area Public School District. Performs intermediate skilled work crafting content, monitoring social media platforms, and assisting with maintaining the District's websites and creating captivating videos to engage with the school community, parents, students, and the public. Performs related work as apparent or assigned. Work is performed under the limited supervision of the Director of Communications.

Qualification Requirements
To perform this job successfully, an individual must be able to perform each essential function satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Essential Functions
- Assists in developing engaging and informative content for various platforms including social media, newsletters, website, and other communication channels.
- Produces written, visual, and multimedia content that effectively communicates the schools' achievements, events, initiatives, and educational programs.
- Collaborates with staff, faculty, and students to gather content and stories highlighting the school community's accomplishments and activities.
- Assists in maintaining the district and schools' presence on social media platforms (e.g., Facebook, Twitter, Instagram, LinkedIn).
- Assists in developing and implementing social media strategies to increase engagement, followership, and brand awareness.
- Monitors social media channels, responds to inquiries, comments, and messages promptly, and assists in managing online reputation.
- Assists in maintaining the district website to ensure it remains up-to-date, visually appealing, and user-friendly. Collaborates to implement website improvements and optimize user experience.
- Regularly updates website content, including news articles, event listings, announcements, and multimedia materials.

- Assists with conceptualizing, scripting, shooting, and editing high-quality videos that showcase the schools' programs, events, student achievements, and educational initiatives. Works closely with stakeholders to determine video requirements, objectives, and messaging.
- Utilizes video production equipment, lighting, and audio tools to capture footage in various settings, including classrooms, events, and interviews.
- Edits and post-processes videos using professional editing software to produce polished final products.
- Organizes and promotes community events, open houses, and informational sessions to enhance engagement and involvement.
- Creates visually appealing graphics, images, and animations to accompany digital content across various platforms.
- Assists in designing promotional materials, infographics, and visual assets to support school events, campaigns, and initiatives.
- Generates reports and insights to assist the Director in assessing the effectiveness of communication strategies and identify areas for improvement.
- Regular and reliable attendance is required.
- Assumes other duties as assigned.

Knowledge, Skills and Abilities

Ability to foster positive relationships with parents, alumni, community partners, and other stakeholders through effective communication strategies. Strong writing, editing, and proofreading skills with attention to detail. Creative thinking skills with an ability to generate innovative ideas for engaging content. Knowledge of website management platforms and basic HTML/CSS skills. Knowledge of digital media analytics tools and best practices. Ability to manage multiple projects simultaneously and meet deadlines in a fast-paced environment.

Education and Experience

Bachelor's degree in Communications, Marketing, Journalism, or related field with experience in communications, social media management, content creation, and videography, preferably in an educational or non-profit setting, or an equivalent combination of training and experience.

Special Requirements (optional section)

Proficiency in videography equipment and software (e.g., DSLR cameras, Adobe Premiere Pro, Final Cut Pro). Proficiency in graphic design software (e.g., Adobe Creative Suite, Canva) and multimedia tools.

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Physical Requirements

Persons performing service in this position classification will exert ten (10) to twenty (20) pounds of force frequently to lift, carry, push, pull or otherwise move objects. This type of work involves sitting most of the time, but may involve walking or standing for brief periods.

Perceiving the nature of sound, near and far vision, depth perception, providing oral information, the manual dexterity to operate business related equipment, and handle and work with various materials and objects are important aspects of this job.

Environmental Conditions

This work has no exposure to environmental conditions; work is generally in a moderately noisy location (e.g. business office, light traffic).

The Stevens Point Area Public School District is committed to providing equal educational and employment opportunities. The District does not discriminate on the basis of sex, race, color, religion, national origin, ancestry, creed, pregnancy, marital or parental status, sexual orientation, gender identity or expression, age, or physical, mental, emotional or learning disability, or any other reason prohibited by state or federal law, in any of its programs or activities, including employment. The District specifically does not discriminate on the basis of sex in any education program or activity that it operates, as required by Title IX and its regulations. The following individuals have been designated as the District's Compliance Officers and Title IX Coordinators: For students - Jennie McMahon, 715-345-5455. For Employees - Beth Bakunowicz, 715-345-5512. For additional information on the District's nondiscrimination policies and complaint procedures, see School Board Policies 2260 (Nondiscrimination and Access to Equal Educational Opportunity), 2266 (Nondiscrimination on the Basis of Sex in Education Programs or Activities), and 3122 (Nondiscrimination and Equal Employment Opportunity).