



JOB DESCRIPTION

POSITION TITLE: (C2) Communications Specialist
DEPARTMENT: General Administration
WORK DAYS: 240
REPORTS TO: Director of Communications
PAY SCALE: CO Level 7

REQUIREMENTS:

<ul style="list-style-type: none"> ● Educational Level: Bachelor Degree or its equivalent (2 years of similar work level experience equals 1 year of college); combination of experience and education may be used to meet the degree requirement
<ul style="list-style-type: none"> ● Certification/License Required: None
<ul style="list-style-type: none"> ● Experience: 2 years professional experience in communications field
<ul style="list-style-type: none"> ● Physical Activities: Routine physical activities that are required to fulfill job responsibilities
<ul style="list-style-type: none"> ● Knowledge, Skills, & Abilities: Written and oral communication; proficient in all Windows operating systems with some Mac knowledge; Working knowledge of Google; knowledge of graphics design and web page development; creative design skills; strong understanding on the Internet and e-mail; social media; ability to work well with others

The Board of Education and the Superintendent may accept alternatives to some of the above requirements.

ESSENTIAL DUTIES:

<ul style="list-style-type: none"> ● Demonstrates prompt and regular attendance
<ul style="list-style-type: none"> ● Manages content for the Rome City School District website <ul style="list-style-type: none"> ○ Ensures all information on the website is current and accurate; maintains integrity of all links
<ul style="list-style-type: none"> ● Assist local schools in the development of school classroom websites
<ul style="list-style-type: none"> ● Assist Technology Services with website issues
<ul style="list-style-type: none"> ● Manages and organizes the requests and production of the RCS Printshop
<ul style="list-style-type: none"> ● Assist with photographs, videos, and graphic communications of RCS school events as requested
<ul style="list-style-type: none"> ● Manage and prepare content of electronic handbook <ul style="list-style-type: none"> ○ Layout and edit handbook annually ○ Coordinate translations of handbook ○ Ensure all information in the handbook is current and accurate
<ul style="list-style-type: none"> ● Assist with planning and production of public recognitions, ceremonies and other large event as requested
<ul style="list-style-type: none"> ● Photograph, layout and print badges for all system employees (current and new)
<ul style="list-style-type: none"> ● Order promotional materials as requested
<ul style="list-style-type: none"> ● Attend meetings as assigned
<ul style="list-style-type: none"> ● Compile communications department requests for public and media relations
<ul style="list-style-type: none"> ● Draft social media content on behalf of RCS
<ul style="list-style-type: none"> ● Manage and maintain social media scheduling software
<ul style="list-style-type: none"> ● Performs other duties as assigned by appropriate administrator

