

Communication Specialist

Purpose Statement

The job of Communication Specialist is done for the purpose/s of supporting the district's public relations and communication activities; producing district wide publications and web sites; and coordinating media and community relations events.

This job reports to Superintendent

Essential Functions

- Administers agreements (e.g. community magazine and future agreements as necessary, etc.) for the purpose of ensuring district guidelines and goals are met.
- Attend all board meetings for the purpose of generating monthly Board Highlights.
- Collaborates with internal and external stakeholders for the purpose of identifying opportunities for coverage of school events, student successes and staff honors.
- Collaborates with appropriate departments on internal/external stakeholders for the purpose of ensuring district-wide communication are in compliance with stated policies and procedures.
- Coordinates and/or supports with district sponsorships and maintains positive, professional relationships with sponsors for the purpose of increasing revenues to assist in increasing services for students and employees.
- Coordinates recognition programs and special events for the purpose of attracting and retaining quality employees, and ensuring the programs meet district expectations and guidelines.
- Monitors budget allocations, expenditures, fund balances and related financial activities for the purpose of ensuring that allocations are accurate, revenues are recorded, expenses are within budget limits and/or fiscal practices are followed.
- Oversees assigned projects and/or program components for the purpose of ensuring availability of information and/or materials and delivering services in compliance with established guidelines and mandated requirements.
- Participates in meetings (e.g. professional associations, develops networks, workshops, seminars, conferences, etc.) for the purpose of conveying and gathering information regarding a wide variety of subjects required to carry out their administrative responsibilities.
- Prepares a wide variety of documents and written or electronic materials (e.g. news releases, e-newsletter, magazine, brochures, videos, social media, website, service guides, annual reports, etc.) for the purpose of documenting activities and issues, conveying accurate information in quality format, meeting compliance requirements, and/or providing supporting materials.
- Serves as a liaison between the district and media representatives, community organizations and the public for the purpose of conveying information, publicizing events, and enhancing the relationship of the district and the community.
- Supports district personnel with crisis communication for the purpose of disseminating accurate information in a timely manner.
- Track communications and other other measures for the purpose of providing evidence of progress toward department and district strategic plan.

Other Functions

- Performs other related duties as assigned for the purpose of ensuring the efficient and effective functioning of the work unit.

Job Requirements: Minimum Qualifications

Skills, Knowledge and Abilities

SKILLS are required to perform multiple, technical tasks with a need to occasionally upgrade skills in order to meet changing job conditions. Specific skill based competencies required to satisfactorily perform the functions of the job include: operating standard office equipment including utilizing pertinent software applications; planning and managing multiple projects; developing and administering budgets; and developing effective working relationships.

KNOWLEDGE is required to perform algebra and/or geometry; read a variety of manuals, write documents following prescribed formats, and/or present information to others; and solve practical problems. Specific knowledge based competencies required to satisfactorily perform the functions of the job include: K-12 educational system; organizational and time management; concepts of conflict resolution; pertinent codes, policies, regulations and/or laws; current and developing technology.

ABILITY is required to schedule activities, meetings, and/or events; routinely gather, collate, and/or classify data; and use job-related equipment. Flexibility is required to independently work with others in a wide variety of circumstances; work with data utilizing defined but different processes; and operate equipment using standardized methods. Ability is also required to work with a significant diversity of individuals and/or groups; work with a variety of data; and utilize a variety of job-related equipment. Problem solving is required to analyze issues and create action plans. Problem solving with data requires independent interpretation of guidelines; and problem solving with equipment is moderate. Specific ability based competencies required to satisfactorily perform the functions of the job include: communicating with diverse groups; meeting deadlines and schedules; setting priorities; working as part of a team; flexible to changing conditions; making quick and accurate decisions; working with multiple projects; dealing with frequent interruptions and changing priorities; maintaining confidentiality; and facilitating communication between persons with frequently divergent positions. Attending monthly Board meetings and Dinner meetings; and support to Emergency Communications System.

Responsibility

Responsibilities include: working independently under broad organizational guidelines to achieve unit objectives; managing a department; monitoring budget expenditures. Utilization of significant resources from other work units is routinely required to perform the job's functions. There is a continual opportunity to impact the organization's services.

Work Environment

The usual and customary methods of performing the job's functions require the following physical demands: some lifting, carrying, pushing, and/or pulling, and significant fine finger dexterity. Generally the job requires 0% sitting, 0% walking, and 0% standing. This job is performed in a generally clean and healthy environment.

Experience: Job related experience with increasing levels of responsibility is required.

Education: Bachelors degree in job-related area.

Equivalency:

Required Testing

Continuing Educ. / Training

Continuing Education Requirements

Certificates and Licenses

Valid Driver's License & Evidence of Insurability

Clearances

Criminal Justice Fingerprint/Background Clearance

FLSA Status

Exempt

Approval Date

Salary Grade

Q Communication Specialist