

JOB TITLE	DEPARTMENT	REPORTS TO
Communications Specialist	Communications	Chief Communications Officer

<b>Position No:</b> 77210	<b>Length of Work Year:</b> 12 Months
<b>Salary Schedule:</b> N20	<b>Date Approved:</b> 2/11/20
<b>FSLA:</b> Exempt	<b>Date Revised:</b> 6/28/21; 1/19/22

JOB GOAL
This position works closely with the Chief Communications Officer to support communications across the district. This position builds, supports, and sustains the district's mission and vision.

MINIMUM QUALIFICATIONS
<ol style="list-style-type: none"> <li>1. Associate's degree required. Bachelor's degree preferred in, journalism, marketing, communications, graphic design or related field.</li> <li>2. Demonstrated knowledge of current and emerging technologies as applied to digital social media, marketing and advertising and public and media relations.</li> <li>3. Exceptional oral, writing, proofreading and editing skills.</li> <li>4. Proficient in current computing technologies including Microsoft Office Suite and Adobe Creative Suite.</li> <li>5. Ability to maintain a professional demeanor during stressful and highly visible situations.</li> <li>6. Ability to perform the functions of the position.</li> <li>7. Bilingual preferred.</li> </ol>

DUTIES AND RESPONSIBILITIES
<ol style="list-style-type: none"> <li>1. To proactively identify communications opportunities and develop supporting materials.</li> <li>2. To support the district's various social media communication outlets and accounts through regular postings in a timely manner.</li> <li>3. To generate original ideas to market and share information with outside agencies and execute accordingly.</li> <li>4. To assist with creating presentations on various topics to both internal and external stakeholders including community partners, business partners and supporting agencies.</li> <li>5. To create graphic collateral for marketing and communications.</li> <li>6. To assist with developing and maintaining online communications campaigns.</li> <li>7. Provides guidance and support to schools for maintenance of their social media outlets and school webpages.</li> <li>8. To review and create content for weekly newsletter submissions.</li> <li>9. To assist with the planning and execution of district participation in community events.</li> <li>10. To assist with writing press releases, highlighting distinct accolades, events and other important information.</li> <li>11. Performs assigned tasks in a timely and efficient manner.</li> <li>12. Performs assigned tasks with a high standard of quality</li> <li>13. Performs other duties as assigned by the Supervisor.</li> </ol>

PHYSICAL DEMAND CLASS:
Sedentary Light (SL) - Occasional lifting and carrying of objects weighing 10 pounds or less. Infrequent lifting and carrying of objects weighing 11-20 pounds. Occasional walking and/or standing may be required.