Job Description – Communications Specialist

Basic Function: Under the direction of the Superintendent, the Communications Specialist ensures consistent meaningful messaging that conveys the organization’s mission to the public through various channels of communication, including printed material, the media, website, social media, and community engagement events. Additionally, a key responsibility is parent outreach and community connection. The ideal candidate will be detail-oriented, creative, efficient multi-tasker and project manager, and able to collaborate across various departments and interest groups.

Representative Duties:

Essential Functions:
- Develops and implements a strategic vision for the use of technology in the district in both academic and infrastructural systems.
- Write and disseminate educational content related to organizational policy updates and best practices.
- Take, compile, and post relevant photos, as needed. Coordinate professional photography.
- Film and post videos, as needed. Coordinate professional videography.
- Edit and proofread organization-wide published materials for comprehension and accuracy in English and Spanish.
- Monitor various channels of communication for threats to the district’s credibility. In collaboration with the Superintendent, design and manage strategic communication and response to outside influencers. Timely and prompt responses are critical and will sometimes occur on weekends and evenings.
- Write and disseminate press releases. Manage contact list and relationships with local media outlets.
- Schedule interviews between reporters and the Superintendent.
- Help prepare talking points for interviews.
- Coordinate media or public appearances.
- Maintain media toolkit.
- Coordinate monthly community engagement events. Oversee approximately two events per month.
- Work with staff and volunteers to carry out events.
- Train and effectively utilize staff to assist with event planning and implementation.
- Create, publicize, and maintain yearly district-wide event calendars and principals’ calendars.
- Engage with community members through digital communication channels and at in-person events.
- Assist with community outreach programs and the development of educational materials.
- Serve as a representative of the Board and District Office on various Community Engagement and other committees. Take a leadership role in those committees as needed and appropriate.
- Maintain and update website content.
- Create pages and sections with new content.
- Track analytics.
- Design and implement an annual organization-wide strategic communications plan focused on consistent/effective messaging and branding elements.
- Consult with the Superintendent on preparing for speaking engagements such as press conferences and PowerPoint presentations for community engagement events.
- Assist with fundraising-related marketing and events through strategic planning.
- Maintain the branding toolkit and ensure branding and messaging remain consistent and relevant.

Other Duties:
- Perform related duties as assigned by Superintendent or designee.

Knowledge and Abilities:
Knowledge of
- Ability to work well with a diverse group of staff and volunteers
- Ability to work independently, prioritize tasks, and identify issues that should be raised with the Superintendent and appropriate Director or Manager.
- Ability to take initiative and be a self-starter on issues or projects
- Excellent computer skills, including a high degree of proficiency in Microsoft Word, Excel, Outlook, Powerpoint, Google Suite, and Parent Square.
- Great interpersonal and communication skills, and ability to facilitate difficult conversations in English and Spanish.
- Excellent organizational, time management, and record-keeping skills.
- Excellent project and event planning skills. Should enjoy event planning and implementation.

Education/Experience/Licenses
Any combination equivalent to High School Diploma or equivalent (required), Bachelor’s Degree in business administration, communications, public relations, non-profit management, or another closely related field (preferred). An equivalent combination of education and experience is sufficient. A minimum of three years of full-time professional experience working in communications, public relations, or a closely related fields. Preference will be given to candidates who submit a portfolio of demonstrated professional communication accomplishments, creative aptitude, and detail-oriented project management skill sets. Bilingual (English/Spanish) - preferred.

Physical Demands and Working Conditions:
Physical Demands: Ability to see for purposes of reading policies and printed material. Ability to understand speech at normal levels in person or on the telephone. Ability to communicate so others will be able to understand a normal conversation in person or on the telephone. Ability to operate necessary equipment including computers and computer software with dexterity. Ability to occasionally lift/carry supplies, materials, and equipment weighing up to 35 pounds. Ability to demonstrate mental acuity in the performance of job-related duties and interactions with students and adults.

Working Conditions: Office/school site environment; constant interruptions; extended viewing of computer monitor; occasional contact with dissatisfied individuals, and travel between district sites.

Classification: 125  Number of Months: 12
Board Approval: 10/26/2022  Revised: 10/2022  FLSA Classification: Non-Exempt
Unrepresented Classified Confidential Position

The above statements are intended to describe the general nature and level of work being performed. They are not intended to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified. The district does not discriminate based on disabilities.