

## **COMMUNICATIONS SPECIALIST**

### **DEFINITION:**

Under direction of the Director of Communication and Community Engagement, the Communication Specialist performs a variety of specialized duties in the research, preparation, composition, design, writing, editing and distribution of a variety of materials in print, video and/or electronic format; assist schools and departments in implementing effective communication plans; develop and maintain a specialized knowledge base and skill set relevant to assigned communicating duties, including, but not limited to, website structure, social media platforms, site/department communication strategies, and evolving trends in the communication world; support objectives including, public relations efforts, strategic communication plans and marketing initiatives, staff professional development, community outreach initiatives, and stakeholder engagement activities that build support and understanding for the District's schools, programs, and initiatives. This Specialist will work closely with the Director to ensure consistency and quality across District communications and adherence to the District's strategic communication goals and priorities.

### **QUALIFICATIONS:**

Experience/Education: Any combination of education/experience equivalent to a Bachelor's degree with major course work in communication, public relations, marketing or a related field and five years' experience in journalism, public relations, or another communication-related field

Other: A valid California driver's license

### **DISTINGUISHING CHARACTERISTICS:**

- Demonstrate good judgment and have a strong sense of ethics
- Exhibit sensitivity to diversity, cultural competency, equity, and access
- Demonstrate standards of professional conduct as outlined in Board Policy
- Promote educational excellence for all students

### **ESSENTIAL DUTIES AND RESPONSIBILITIES:**

- Provide insight and guidance to Director of Communication and Community Engagement and staff on effective communication and community engagement strategies, tactics and best practices.
- Prepare written and multimedia content for social media platforms, District website, newsletters, internal platforms, television and other mediums as assigned.
- Prepare, design, edit, and distribute a variety of materials including, but not limited to, promotional materials, advertising collateral, posters, camera-ready artwork, guides, handbooks, brochures, and signage.
- Interview District staff, students, community members and other stakeholders for multimedia content.
- Participates in the coordination and implementation of public, employee, and media relations strategies at the District level or for a school/program.
- Contributes to the development of comprehensive communication, marketing, and engagement plans.
- Photographs and/or videos District programs and events for publications and other uses.
- Communicate with other departments and staff regarding the coordination and distribution of information; visit school sites and other departments to research materials.
- Work collaboratively with student and school site media to meet District objectives.
- Plan, organize, control, manage, and provide support to strengthen the relationship between the District, its stakeholders, schools, and local community-based organizations for the purpose of promoting educational excellence for all students.
- Attend school, District and community events as a District representative and to gather the news, pictures, etc., for the use in public information releases and promotions.
- Serve as a resource to District administrators and staff and provide assistance concerning the writing, editing, composition, layout, and production of public relations materials as needed.
- Collect, analyze, and prepare data reports on community engagement to help staff develop strategies to increase outreach and access required for students' academic success.
- Assist staff in responding to news media inquiries by determining appropriate resources and strategies for responses.
- Draft news releases and media advisories as instructed; arrange and coordinate media interviews as instructed.
- Represent the District before groups and meetings as directed.

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- Work with schools to establish and coordinate mutually beneficial partnerships with community-based organizations, parent organizations, the community, and businesses that can help schools advance student learning and close student achievement gaps between ethnic and socioeconomic groups by working with all of the District's diverse communities.
- Support expansion of volunteer base and resources to local schools; help coordinate the recruitment, screening, placement, scheduling, and training of parent and community volunteers; implement evidence-based parent engagement strategies.
- Work collaboratively with other departments to plan and execute special events as instructed.
- Plan, schedule, attend, and facilitate meetings and events to support District goals.
- Write talking points and other materials for district staff and leadership for initiatives that support effective stakeholder engagement.
- Support emergency communication efforts through the production of written and recorded messages across multiple platforms.
- Monitor and track news media and social media activity concerning the District and its schools; maintain ongoing awareness of current school district and community issues.
- Provide excellent customer service; develop and maintain professional relationships with news media, business representatives, community members, families, students, and district employees.
- Other duties as assigned.

### **KNOWLEDGE:**

- Current applicable laws, codes, regulations, policies, and procedures
- School district organization, operations, policies, and objectives
- Public relations and communications practices, ethics and procedures
- Diverse cultures in the community
- Operation of a computer and related software
- Professional video editing, photo editing, and design software
- Graphic design principles and techniques
- Correct English usage, grammar, spelling, punctuation, and vocabulary
- Modern office practices, procedures, and equipment
- Copyright laws

### **ABILITIES AND SKILLS:**

- Effective practices in communication and stakeholder engagement
- Effective verbal and written communication skills
- Project and event planning and coordination
- Post content to web platforms including content management systems
- Social media engagement on applications including YouTube, Vimeo, Facebook, Twitter and Instagram
- Operate professional video, photo, and design production and editing equipment, including HD cameras, camera accessories, microphones and sound equipment, and advanced editing and design software
- Develop project timelines and schedules, track progress, implement projects, and evaluate effectiveness
- Work within a diverse team and with a variety of district and community partners
- Demonstrate leadership to all stakeholders by inspiring and motivating others to reach a common goal
- Strengthen the relationship between the district, its families, schools, and local community-based organizations
- Handle multiple tasks, work under pressure, and work with priorities/deadlines subject to frequent change
- Maintain records, prepare reports, budget requests, and estimates and handle administrative details and problems
- Use good judgment and have a strong sense of ethics
- Bilingual and Biliterate Spanish preferred

### **PHYSICAL REQUIREMENTS:**

**Physical Abilities** include the usual and customary methods of performing the job's functions and require the following physical demands: occasional lifting, carrying, pushing and/or pulling; some climbing and balancing, some stooping, kneeling, crouching; reaching, handling, touching and/or feeling; manual dexterity to operate a telephone and enter data into a computer.

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**Significant physical abilities** include ability to sit at a desk, conference table, or in meetings of various configurations for extended periods of time; see and read, with or without visual aids, laws and codes, rules, policies and other printed matter, computer screens and printouts; hear and understand speech at normal room levels and hear and understand speech on the telephone; speak in audible tones so that others may understand clearly in normal conversations.

### **WORK ENVIRONMENT:**

- The work environment characteristics described are representative of those an employee encounters while performing the essential functions of this job.
- Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
- The noise level in the work environment is usually moderate.
- Employees in this position will be required to work indoors in a standard office environment and come in direct contact with district staff and the public.
- Availability to attend District and/or community events on weekends and/or evenings.