



## Communications Specialist

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**Job Title:** Communications Specialist

**Status:** Exempt

**Reports to:** Director of Communications

**Terms:** 226 Days

**Dept./School:** Communications

**Pay Grade:** Admin/Professional 1

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### Primary Purpose:

Support the ongoing communications and marketing programs of the communications office under the direct supervision of the Director of Communications, with an emphasis on strategic communication, writing, editing, digital media, marketing, graphic design and social media management.

### Qualifications:

#### Education/Certification:

Bachelor's degree required

Bachelor's degree in communications, public relations, journalism or related field strongly preferred

#### Special Knowledge/Skills:

- Strong public relations, interpersonal, communication and organizational skills
- Knowledge of media relations and public relations functions
- Excellent skills in writing and editing
- Demonstrated skills in photography and videography
- Strong computer and web-based skills including familiarity with desktop publishing and video/photo editing software, such as Adobe Photoshop and InDesign
- Knowledge of HTML and website publishing platforms and applications
- Ability to detect, analyze and solve problems
- Knowledge of various social media platforms and basic graphic design skills
- Ability to work as a member of a team and maintain a positive office environment
- Detail-oriented, self-starter with the ability to multitask, often changing assignments on short notice with little or no direction

#### Experience:

Three years of experience in communications-related field required, school district experience preferred



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### Major Responsibilities and Duties:

#### Internal and External Communications

1. Support all functions of the communications office.
2. Write and copy edit news releases, stories and website posts to announce programs or promote events and achievements.
3. Design, prepare and edit district publications and online communications for brochures, newsletters, special events, programs, social media posts, webpages or other collateral materials.
4. Create graphics to accompany promotional materials and posts.
5. Develop and pitch story ideas to promote the SISD brand.

#### Public and Community Relations

6. Assist Director of Communications with media relations.
7. Cover special events, competitions and after-hours meetings or activities as assigned.
8. Assist in coordinating district-level events, including but not limited to, banquets, celebrations, special meetings and recognition programs.
9. Attend School Board meetings as directed.
10. Support the implementation of district-level community and parent engagement programs.
11. Attend committee meetings and community events as directed.

#### Communications App Liaison for District

12. Serve as liaison for campus contacts on district app and website-related issues and assist campuses with content as needed. Provide staff trains on district apps and website updates.
13. Plan periodic evaluation of district apps, website and features, including use of analytics to monitor usage.
14. Troubleshoot technical issues that arise and work with technology staff and vendors to resolve them.
15. Assist in the development and communication of standards, regulations or policies regarding use of electronic communications.
16. Research and implement template updates, in conjunction with technology staff.

#### Video and Photo

17. Shoot video and/or photograph district and campus events.
18. Identify and develop ideas for videos to be used on district website and social media.
19. Produce videos, presentations and podcasts.
20. Maintain district presence on YouTube and other social media video platforms.

#### Social Media



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21. Coordinate social media presence for the district using various tools.
22. Create and manage content for social media.
23. Support district communications and announcements with scheduled posts.
24. Monitor feedback and community sites to identify trending district-related topics.
25. Monitor trends and current issues regarding social media usage by public entities.
26. Oversee archiving of social media posts.

### Long-Term Duties

27. Develop and evaluate communication campaigns.
28. Develop graphic design and daily visual communication needs.
29. Manage department editorial calendar and maintain a schedule of key dates and deadlines for publications and special events.
30. Manage district and campus logo updates and work with the Director to maintain and monitor legal expectations regarding service mark compliance.
31. Provide guidance, training and support for user questions in Class Dojo, Group Me, Remind system or other notification systems.
32. Provide social media training and updates.
33. Manage daily functions of the Peachjar flyer approval and distribution software and provide user support with logins and postings.
34. Be adaptable and flexible in acceptance of changes in techniques and procedures.
35. Perform other duties as assigned.

### Supervisory Responsibilities:

None.

### Mental Demands/Physical Demands/Environmental Factors:

**Physical Requirements:** The ability to safely physically restrain students according to the adopted crisis intervention model, such as Handle with Care and/or CPI. Teach and demonstrate physical crisis intervention techniques.

**Tools/Equipment Used:** Standard office equipment including personal computer and peripherals.

**Posture:** Prolonged sitting; occasional bending/stooping, pushing/pulling and twisting.

**Motion:** Repetitive hand motions, frequent keyboarding and use of mouse; occasional reaching.

**Lifting:** Occasional light lifting and carrying (less than 15 pounds).

**Environment:** May work prolonged or irregular hours; frequent district-wide travel; occasional statewide travel.

**Mental Demands:** Work with frequent interruptions; maintain emotional control under stress.



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This document describes the general purpose and responsibilities assigned to this job and is not an exhaustive list of all responsibilities and duties that may be assigned or skills that may be required.

Reviewed by \_\_\_\_\_ Date \_\_\_\_\_

Received by \_\_\_\_\_ Date \_\_\_\_\_

Revised: 10/5/21