

Belton Independent School District Job Description

Job Title: Communication Specialist **FLSA Status:** Exempt/Non Contract, 226 days
Reports To: Communications Director **Pay Grade:** PR-1
Department: Communications **Date Revised:** August 8, 2018

Primary Purpose:

Tell the stories of Belton ISD's students, employees and community partners by producing web site, social media and articles that celebrate significant events, programs, accomplishments and the diversity of the district.

Qualifications:

Education/Certification:

Four-year college degree from an accredited college or university

Special Knowledge/Skills:

Ability to communicate effectively both in person and in writing
Ability to work cooperatively with administrators, teachers and staff
Experience planning large events for employees and the public
Experience managing social media accounts for large organizations or well-known brands
Experience in copywriting and editing
Experience in web content production
Strong organizational skills and attention to detail
Prefer knowledge of AP Style
Prefer basic knowledge of HTML and CSS

Experience:

Prefer 2+ years of related experience working in the area of communications, journalism, marketing, and/or public relations

Major Responsibilities and Duties:

1. Promote a positive public image of Belton ISD to a variety of audiences – employees, students, parents, community, media etc...
2. Produce monthly and weekly calendars of district events for the communications department and other stakeholders

3. Assist in planning, coordinating and executing district events across various departments
4. Ensure campus and district event materials are reviewed to inform standardization and guidelines
5. Draft content for media and district website
6. Support the management of all district and campus social media accounts
7. Attend all regular monthly meetings of the board of trustees and other evening events as assigned
8. Assist with photography, video production, graphic design and/or other marketing materials as assigned
9. Stay abreast of the latest trends and practices by attending professional development sessions in and outside the district
10. Model high standards of professional integrity and maintain confidentiality of privileged information
11. Perform other duties as assigned

Supervisor Responsibilities:

None specified

Equipment Used:

Macintosh Computers, Digital SLR Cameras and Various Audio Video Production Equipment

Working Conditions:

Mental Demands/Physical Demands/Environmental Factors:

Maintain emotional control under stress. Frequent evening hours. Occasional prolonged and irregular hours

The foregoing statements describe the general purpose and responsibilities assigned to this job and are not an exhaustive list of all responsibilities and duties that may be assigned or skills that may be required.

Prepared By: Belton ISD Human Resources Department