

## **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:** February 28, 2017

### **Primary Purpose:**

Tell the stories of Belton ISD's students, employees and community partners by producing videos, photos 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 with video production from concept development to final cut  
Experience with digital photography and photo editing  
Experience writing content for the web and other channels  
Strong organizational skills and attention to detail  
Prefer graphic design experience  
Prefer experience updating website content via a content management system  
Prefer knowledge of AP Style

#### **Experience:**

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

### **Major Responsibilities and Duties:**

1. Produce videos, photos and articles documenting district news and events
2. Assist with the distribution of videos, photos and articles via the website, social media accounts and other channels
3. Produce a weekly calendar of district events for the communications department and other stakeholders
4. Establish a system to track requests from campuses and departments to produce videos and/or photos documenting their activities
5. Establish a system to archive photos and videos that is searchable and accessible to other communications department employees
6. Design presentations and other materials as assigned

7. Assist in planning, coordinating and executing district events
8. Assist with updates to the website
9. Attend all regular monthly meetings of the board of trustees and other evening events as assigned
10. Stay abreast of the latest trends and practices by attending professional development sessions in and outside the district
11. Model high standards of professional integrity and maintain confidentiality of privileged information
12. Perform other duties as assigned

**Supervisor Responsibilities:**

None specified

**Equipment Used:**

Mac Computers, Digital Cameras, iPad

**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