

Eagle Mountain/Saginaw ISD

Job Description

COMMUNICATIONS SPECIALIST — Marketing and Engagement

Job Title: Communications Specialist

Wage/Hour Status: Exempt

Reports to: Director of Communications

Pay Grade: Admin Management PG 1

Dept./School: Central Administration Office

Date Revised: 02/01/2017

Primary Purpose:

To fulfill the mission of the Communications & Marketing Department to foster strategic relationships to effectively and openly communicate important news, information, achievements, and successes of Eagle Mountain-Saginaw ISD. We will work to engage parents, students, school staff, Board members, administrators, and community members through a multi-faceted, two-way communication program. The Communications team oversees and coordinates all the district's media, public and community relations, and promotes awareness and understanding of EMS ISD programs, services, mission and goals. We support school leaders and personnel in communication needs, manage communications in crisis situations, and work to promote the image and identity of the district among internal and external stakeholders.

The specific role of the Communications Specialist for Marketing and Engagement within the Communications team is to work alongside department staff in promoting news and announcements of the district, with a focus on brand management and stakeholder engagement across all communications platforms and audiences. This position will support both internal and external communication needs of the district and contribute in an active, demanding and dynamic communications/marketing/community engagement environment.

Qualifications:

Education/Certification

- The ideal candidate will have earned a degree (bachelor’s preferred) in journalism, communications, marketing or related field from an accredited college or university.

Special Knowledge/Skills

- Excellent communication skills in writing, editing, proof-reading, and research
- Skilled and experienced in web content management systems and various software including Illustrator, InDesign, Photoshop, Acrobat Pro, Microsoft Office, Windows, or other industry standard program
- Ability to design/manage a website that is simple to update, easily navigable, and customer friendly
- Strong visual design proficiency
- Ability to work under deadline pressure and manage multiple assignments simultaneously
- Ability to comprehend complex instructional strategies/initiatives and communicate for understanding with both educators and non-educators
- Knowledge of AP style
- Knowledge of the FERPA and the Texas Public Information Act

- Knowledge of interpersonal and small group dynamics
- Can respond calmly and effectively in times of crisis
- Strong time-management skills with the ability to work successfully within tight deadlines
- Initiative, positive attitude and strong work ethic
- Self-starter and self-motivator with the ability to think independently to solve problems
- Ability and willingness to work collaboratively within a close team

Experience

- No less than 3 years experience in the field of organizational communications, brand marketing or public relations, as well as proven experience in managing all aspects of a dynamic website and fostering community support through consistent branding of materials in a variety of platforms and making beneficial connections within the community. Education experience preferred; alternative experience may be considered.

Major Responsibilities and Duties:

Communications Department Main Role

1. Market the district by seeking out and coordinating coverage of positive stories at campus and district levels to inform, promote and celebrate our students, staff, schools, district and public education
2. Manage departmental process for content editing, approval and dissemination to ensure fresh, relevant, high-quality stories and images are being promoted weekly
3. Serve as the primary point-of-contact for district websites; provide day-to-day process management and oversight of website content creation, organization, and relevance to ensure compliance with standards of quality and consistent branding
4. Maintain and enforce brand standards and website guidelines for departments, schools, teachers
5. Design graphics for a variety of publications and special projects, digital and printed, showing effective use of space, knowledge of effective layout principals, and aesthetic design concepts
6. Contribute news releases, web stories, social media postings and photography/videos toward district publicity and work with Communications team to identify opportunities to package deliverables and/or design campaigns across multiple platforms
7. Assist with special-project writings, publications and presentations as assigned including brochures, community reports, leadership presentations, and marketing materials
8. Plan and manage special events (internal and external) as needed
9. Respond quickly and appropriately in crisis situations; become available to assist the Director of Communications either on campus with media access or in the main office with various messaging for letters, press releases, media statements, voice/email/text call-outs, talking points, and handling media calls when necessary
10. Serve as the backup point-of-contact for media and district spokesperson in the absence of the Director

Internal Staff Relations

1. Assist campus/department web managers and district instructional technologists with website design/navigation/access issues, trainings, and needs

2. Design printed/electronic materials, presentations, and web-based templates/forms for administrative departments to aid in publicizing the district and streamlining operations
3. Create and maintain positive relationships with district, campus, and department leaders; teachers and support personnel; and administrative employees
4. Actively participate/assist in the implementation and promotion of the district's Aspire 2022 Strategic Plan; provide guidance, direction and support for administrators, campus leaders and teachers in communicating with their specific audiences
5. Support campuses when needed for big events (such as anniversary celebrations, dedication ceremonies, etc.)

External/Community Relations

1. Manage all aspects of the district website, ensuring content is timely and relevant, design/appearance exemplifies the brand of EMS ISD, and the user interface is logical and easily navigable
2. Submit media pitches and packages to generate positive news coverage in local outlets
3. Serve as district liaison to community groups such as Chambers of Commerce, civic groups, community support organizations, etc.
4. Maintain and grow network of vendors and sponsors for district events
5. Assist in the creation of accurate and detailed information during special initiatives such as bond campaigns and board elections

Professional Growth and Development

1. Attend appropriate conferences and workshops to stay informed on industry trends and professional practices, and disseminate information and ideas gathered with appropriate staff members
2. Seek out related professional development activities and training programs to further skills, abilities and effectiveness as a school public relations professional
3. Seek, accept, and respond appropriately to feedback from others in order to improve performance of assigned duties
4. Attend staff, Board and other professional meetings as required
5. Perform duties in a professional and ethical manner

Supervisory Responsibilities: None

Working Conditions:

This position directly reports to the Director of Communications. The Communications Specialist for Marketing and Engagement works in an office setting within the Administration Complex, with regular travel to schools and facilities within the district as well as to community partners throughout the local area.

Mental Demands/Physical Demands/Environmental Factors:

- Demonstrate patience, flexibility, and professionalism when interacting with students, staff, parents, visitors, and members of the community
- Accommodate last-minute demands for website/graphics services
- Work with frequent interruptions
- Maintain emotional control under stress
- Occasional prolonged and irregular hours
- Standing, squatting, kneeling and other positions as necessary for photographing

- district news; periods of sitting as needed to complete writing and website projects
- Carry and lift up to 50 pounds
- Be available to work on evenings or weekends, if necessary, for crisis or time-sensitive situations

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.

Approved by _____ Date _____

Reviewed by _____ Date _____