



Job Title: Communications Specialist

Wage/Hour Status: Exempt

Reports to: Director of Communications

Pay Grade: B2E (\$211.98-\$318.24/daily rate)

Dept. /School: Communications

Term: 12 Months (227 days)

Supervises:

Primary Purpose: To promote positive public relations between the school district and the community and to assist in optimizing the District's capacity to effectively inform the public of its needs and achievements. To assist in distributing pertinent information about the District and its activities to internal and external audiences.

Qualifications:

Education/Certification:

- Bachelor's degree in English, journalism, communications, or a related field

Special Knowledge Skills:

- Strong organizational, communication, and interpersonal skills
- Demonstrated skills in writing, editing, and public speaking
- Thorough knowledge of media relations and public relations functions
- Ability to implement policy and procedures
- Ability to interpret data
- Ability to use personal computer to design and produce district publications
- Bilingual ability in English/Spanish preferred

Experience:

- Two years of journalism or communications experience
- Other qualifications as deemed acceptable by the Superintendent

Major Responsibilities and Duties:

Public and Community Relations

1. Assist Director of Communications with the district's public information activities.
2. Serve as a liaison between the school system and the community.
3. Serve as district spokesperson and coordinate media coverage in the absence of the Director of Communications.
4. Prepare press releases and publish articles and photos in local media and other publications.



5. Help school personnel publicize and promote any performances, exhibitions, displays, or special programs sponsored by the schools.
6. Design, prepare, and edit district publications including newsletters, recruitment brochures, programs for special events, and other publications/promotional pieces.
7. In the absence of the Director, serve as district representative on community committees as required.
8. Ensure that public information activities contribute to the attainment of district goals and objectives.
9. Maintain district press clipping files.
10. Keep informed of developing communication trends and techniques.
11. Demonstrate awareness of district-community needs and initiate activities to meet those needs.
12. Assist in market research and analysis and implement strategies for marketing District programs and initiatives.
13. Establish unified storage of presentation and materials on marketing and communication so that internal functional groups can easily access it.
14. Assist in development, use, and monitoring of social media and online communication tools.
15. Serve as district-wide events coordinator.
16. Facilitate the acquisition of bids/quotes from commercial printers for a variety of print jobs and provide oversight on production.
17. Perform all other duties as assigned or as may be necessary for job effectiveness.

Policies, Reports, and Law

18. Assist the Director of Communications to develop and publicize reports related to the performance of the district and articulate district goals and objectives.
19. Implement the policies established by federal and state law, State Board of Education rule, and local board policy in the public information area.
20. Observe professional and ethical standards in accordance with generally accepted community standards, the Texas Education Agency code of ethics, and the National School Public Relations Association Code of Ethics.

Budget

21. Assist with the administration of the public information budget and ensure that programs are cost effective and that funds are managed prudently.
22. Compile budgets and cost estimates based on documented program needs.



Personnel Management

- 23. Assist in the development of training options and/or improvement plans to ensure exemplary operation of the public information function.
- 24. Assist in recruitment and training of personnel.

Supervisory Responsibilities:

None

Equipment Used:

Computer, digital camera, video camera, fax machine, copier, printer.

Conditions:

Mental Demands/Physical Demands/Environmental Factors:

Maintain emotional control under stress. Occasional prolonged and irregular hours. Walking and some outside activities necessary while covering school district events.

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. I have read, understand and attest to the above description and funding relating to my daily activities.

Signature _____

Date _____

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