

KATY INDEPENDENT SCHOOL DISTRICT

JOB TITLE: Communications and Social Media Specialist
REPORTS TO: Director of Communications
DUTY DAYS: 238 Days
WAGE/HOUR STATUS: Exempt
PAY GRADE: T-7
DATE: 10-18

Qualifications:

Bachelor's degree in communications, public relations, journalism or closely related field.
1-3 years' experience in public relations or journalism.
Strong writing skills in a variety of media including website, social media, monthly newsletter, news releases, video scripts, annual reports, brochures, speeches, etc.
Working knowledge of Associated Press style and grammar.
Working knowledge of social media and web content management and data collection for various communications efforts.
Working knowledge of Adobe Creative Suite for graphic design, Microsoft Power Point software, Constant Contact email marketing software.
Working knowledge of video and photography software systems for smartphone.
Ability to complete multiple projects independently and under tight deadlines.
Effective organizational, communication and interpersonal skills
Portfolio review will be a major consideration in applicant screening and selection. Portfolio to include but not limited to: Sample of social media campaign, news release, flyer, newsletter, video script.

Major Duties and Responsibilities:

1. Complete research, writing, editing, proofreading, and copy preparation for a variety of district online and print publications.
2. Generate, curate and execute weekly social media editorial calendar.
3. Manage and monitor content on the district branded social media including Facebook, Twitter, and YouTube; research and implement new social media as appropriate; respond to patrons' questions.
4. Assist during crisis management and incident notifications by drafting and disseminating communication for staff, parents and/or community. Assist in crafting and distributing press releases and advisories.
5. Write letters and other written communications as needed.
6. Produce various photography and video projects by way of shooting, editing and distribution of the final product.
7. Assist with maintaining the district's website including posting news and other department generated information; regularly review for accuracy and timeliness of information.
8. Assist in the preparation and distribution of district-wide news releases.
9. Maintain information of district and campus accomplishments; prepare reports as necessary.
10. Assist in measuring objectives and outcomes related to strategic action plans and other initiatives.
11. Create graphics for social media, website and other online communications vehicles.
12. Produce monthly online newsletter and bi-annual publication.
13. Assist with other various projects as requested by the Director of Communications.

Equipment Used:

Personal computer, digital camera, smartphone, printer, and copier.

Working Conditions:

Maintain emotional control under stress; occasional prolonged and irregular hours. Infrequent light lifting, frequent standing and sitting for long periods. Frequent travel to campuses and other district facilities in personal vehicle will be required.

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.