



**Job Title:** Communications Specialist (Communications)

**Wage/Hour Status:** Exempt

**Reports to:** Chief Communications Officer

**Pay Grade:** AM-2

**Dept. /School:** Communications Department

**Contract Days:** 226 days

**Date Revised:** 06-28-2018

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**Primary Purpose:** The position works directly under the supervision of the Chief Communications Officer to support and assist with research, planning, communication, and evaluation of public relations objectives. The Communications Specialist will focus on the production of news stories, social media messages and other written materials for district publications. In addition, this position supports marketing needs through graphic design, photography and producing video materials to further the goals of the department, promoting positive public relations between the school district and the community by preparing and distributing information effectively.

#### **Qualifications and Experience:**

##### **Education/Certification**

Bachelor's degree from an accredited college or university in journalism, public relations, marketing, communications or a related field.

##### **Special Knowledge/Skills**

- Ability to tell a compelling story
- Ability to effectively and proficiently write feature stories, social media content, video scripts, brochure copy, web content, presentation materials, and marketing collateral copy
- Ability to produce professional graphic design and layout concepts; and desktop publishing skills are a plus
- Knowledge and basic understanding in operating video equipment, logging and editing video
- Proficiency in proofreading and editing with working knowledge of Associated Press style
- Strong grammar skills
- Proficient skills in word processing and file maintenance
- Bilingual skills a plus but not required

##### **Experience**

- Prefer a minimum of two years of experience working in the area of communications, public relations, journalism or marketing that provided extensive storytelling experience.
- Experience in school public relations a plus

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

- Research, write, edit, proofread, and produce internal and external communication materials, including feature stories, social media content, e-newsletter, brochures, reports,



- video scripts, website content, letters, and special publications for distribution that align with the district communication plan
- Collaborate with school sites and departments to plan, develop, and implement communication strategies that strengthen the district's brand and align with the districts communication plan
  - Manage, develop, and grow district's social media platforms, including Facebook, Twitter, Instagram and YouTube
  - Assure the district and campus social media accounts are supportive of the instructional goals and communication strategies of the district
  - Assist in providing social media training and support for campus/department staff
  - Manage the district mobile application
  - Assist in providing media management during emergency and/or crisis situations and support the liaison role between the district, community, and media to positively promote the district
  - Take photographs and produce graphic elements for district publications, videos, presentations, and displays
  - Assist in planning, coordinating, and executing district events and recognitions
  - Collaborate with communication staff to determine the most effective way to reach target audiences
  - Deploy initiatives that contribute to the successful fulfillment of the communication plan
  - Organize resources and establish priorities, demonstrating the ability to use independent judgment and to manage confidential information
  - Evaluate annually the effectiveness of communication efforts for the purpose of continuous improvement
  - Contribute to the communication department overall project management calendar and planning system.
  - Stay abreast of the latest trends and practices in communications and public relations by attending appropriate professional development opportunities
  - Model high standards of professional integrity and maintain confidentiality of privileged information

**Supervisory Responsibilities: None.**

**Mental Demands/Physical Demands/Environmental Factors:**

**Tools/Equipment Used:** Standard office equipment including personal computer and peripherals; camera(s), video cameras; desktop publishing software

**Posture:** Prolonged sitting; occasional bending/stooping, pushing/pulling, and twisting

**Motion:** Repetitive hand motions including frequent keyboarding and use of mouse; occasional reaching

**Lifting:** Occasional light lifting and carrying (less than 15 pounds)

**Environment:** May work prolonged or irregular hours

**Mental Demands:** Work with frequent interruptions; maintain emotional control under stress



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*Writing success stories, one student at a time.*

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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.

Employee Print Name \_\_\_\_\_

Employee Signature \_\_\_\_\_

Date \_\_\_\_\_