

Dripping Springs ISD

Job Title: Communications Specialist

Wage/Hour Status: Exempt

Reports to: Executive Director of Communications

Pay Grade: Admin/Prof - 2

Dept./School: Central Office

Date Revised: 5.27.2018

PRIMARY PURPOSE:

Under direct supervision of the Executive Director of Communications, assist with all aspects of the Communications Office, with an emphasis on digital media and website management.

QUALIFICATIONS:

Education/Certification:

Bachelor's degree required; bachelor's degree in Communications, Public Relations, Journalism, or related field strongly preferred

Special Knowledge/Skills:

Strong public relations, interpersonal, communication, and organizational skills

Knowledge of media relations and public relations functions

Demonstrated skills in writing, editing, and website management

Demonstrated skills in photography/videography

Ability to work as a member of a team and maintain a positive office environment

Proficiency with computers and software, including desktop publishing and video/photo editing and publishing

Knowledge of HTML and website publishing platforms/applications

Knowledge of various social media platforms

Ability to analyze and solve problems

Organized, detail-oriented self-starter with the ability to multi-task, often changing assignments on short notice with little or no direction

Experience:

Three years of experience in communications-related field required

School district experience preferred

MAJOR RESPONSIBILITIES AND DUTIES:

Public and Community Relations

1. Support all functions of the Communications Office.
2. Assist Executive Director of Communications with media relations, serving as district media contact when needed.
3. Design, prepare and edit newsletters, brochures, programs or other collateral materials.
4. Write news releases, stories and website posts to announce programs or promote events and achievements.
5. Photograph and video district and campus events for use in podcasts, presentations, publications or social media.
6. Produce podcasts, videos, and presentations.
7. Support promotion of DSISD brand.

Web Administration

1. Oversee overall web presence for district.

2. Monitor district and campus websites for accuracy and timeliness.
3. Determine need for content additions or navigational changes.
4. Ensure website is accessible and compliant with federal and state requirements.
5. Serve as liaison for campus contacts on website-related issues and assist campuses with content as needed.
6. Provide staff training on website updates.
7. Plan periodic evaluation of website and its features, including use of analytics to monitor usage.
8. Troubleshoot technical issues that arise and work with Technology staff and vendors to resolve them.
9. Assist in the development and communication of standards, regulations or policies regarding use of electronic communications.
10. Research and implement template updates, in conjunction with Technology staff.

Social Media

1. Coordinate social media presence for district using various tools.
2. Create and manage content for social media.
3. Support district communications and announcements with scheduled posts.
4. Monitor feedback and community sites to identify trending district-related topics.
5. Monitor trends and current issues regarding social media usage by public entities.

Other

1. Provide support and assist with special projects as needed.
2. Assist with planning for meetings and special events.
3. Maintain confidentiality regarding student and coworker information and as required by FERPA.

SUPERVISORY RESPONSIBILITIES:

None.

EQUIPMENT USED:

Personal computer/Mac, digital/35mm/video camera, printer, multi-line phone system, copier.

WORKING CONDITIONS:

Mental Demands/Physical Demands/Environmental Factors:

Maintain composure in a multi-task, occasionally stressful environment. Some evening and weekend work possible.

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.

Received By: _____
(Print Employee Name)

(Employee Signature)

Date: _____