



Openings as of 10/4/2017

Communications Facilitator - Athletics

JobID: 1445

Position Type:

Communications

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Date Posted:

10/3/2017

Location:

Administration Building

Date Available:

October 2017

Closing Date:

10/17/2017

To Apply: <http://www.friscoisd.org/employment/current-openings>

Job Title: Communications Facilitator - Athletics

Reports to: Executive Director of Communications & Community Relations

Dept/School: Central Administration Office, Communications Department

Work Year: 226 days

Base Salary: *Actual salary will be calculated based on experience.

PRIMARY PURPOSE:

Execute and support the communication strategies of Frisco ISD through the creation of content for the district and athletic websites, social media and other forms of content with an emphasis on athletic subjects under the leadership of the Executive Director of Communications and Community Relations.

QUALIFICATIONS:

Education/Certification:

Bachelor's degree in Communications, Public Relations, Marketing or related field preferred

Valid Texas driver's license

Special Knowledge/Skills:

Ability to tell a compelling story through written word and visual resources

Ability to effectively and proficiently write press releases, feature stories, web content, social media content, and marketing copy

Experience with the fundamental concepts of communications and public relations

Demonstrated ability to take a project from concept to completion with minimal supervision and direction

Proficient in proofreading and editing with a working knowledge of Associated Press style format

Proficient skills in basic graphic design, desktop publishing, writing and editing

Ability to communicate technical information effectively

Ability to function productively as a member of a creative team

Experience:

5+ years of public relations, video production, and website/social media management experience preferred

MAJOR RESPONSIBILITIES AND DUTIES:

Under the direction of the Executive Director of Communications and Community Relations, produce district-level content from concept to completion. Research, write, edit, proofread and produce internal and external communication materials including press releases, feature stories, e-newsletters, and social media content.

Pitch stories to media on outstanding student athletes.

Help develop media content to promote events.

Work with Sport Information Specialist on developing newsletter and content for gold card.

Assist with facilitation of media interviews with athletes and coaches.

Assist with media registration for football games.

Promote partnership with the Toyota Stadium and The Star.

Serve as liaison between the Athletic and Communication departments.

Remain current regarding communication trends.

Assist Communications department with the management of website and social media, including updating it on a regular basis to provide an accurate and timely source of information to visitors.

Participate in event planning and activities that are the responsibility of the Communications department.

Create or assist in the production of visual graphics to be used in video, web, social media or other applications.

Create or assist in the production of presentation materials.

Work closely with the Communications staff to assure overall quality in content and design.

Seek and explore new technology and software and how it might assist the District in communicating to various audiences.

Perform other duties as assigned by the Executive Director of Communications and Community Relations.

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

Ability to work in a high energy environment handling constant interruptions, timelines, and deadlines. Balance a multitude of projects at once. Keep confidential information private. Maintain emotional control under stress. Work with frequent interruptions. Respond to a highly diverse community. Driving to and from locations. Occasional shift of work schedule between morning and evening hours. Repetitive hand motions. Extended viewing of computer monitors. Ability to lift up to 30 pounds in AV equipment.

Application Deadline: October 17, 2017 (4:00 PM CST)

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: *Dr. Pamela Linton*, Assistant Superintendent of Human Resources
Date: 10/3/2017

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FMLA regulations require all employers to post the [updated FMLA notice](#).

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