**PENINSULA SCHOOL DISTRICT**

**Job Description**

**Communications Specialist**

**JOB SUMMARY:**

Work is performed under the general supervision of the Director of Communications to assist with strategic communications and community engagement projects by coordinating digital and print materials and executing social media marketing. The communications specialist will engage the district’ stakeholders by producing timely and strategic content for the district’s multiple multimedia platforms and collaborate with the director to develop messaging campaigns to align with, and advance, district goals.

**DUTIES AND RESPONSIBILITIES:**

* Assists in developing and carrying out internal and external communications.
* Collaborates with the director and other district administrators to stay abreast of district programs and issues. Prepares, or assists in the preparation of, communications that serve to inform internal and external audiences on district issues and that effectively present the district’s position.
* Assists in the conceptualization, production and dissemination of communication materials (email communications, flyers, and social media posts) that align with PSD’s brand; Works with director to implement and maintain a social media strategy, including writing, copyediting, and posting interactive content such as photos and videos.
* Analyze traffic, user needs, scenarios, and personas to develop strategies to ensure content delivery is meeting the needs of end users in regards to/but not limited to, the website and public communications.
* Works closely with the director to develop and manage strategies that enhance the website and regularly provide quality assurance checks on all district and school pages; Seeks out new platforms and partnerships for sharing web content, while evaluating software to ease end user content publishing and developing simple solutions for this publication if necessary. This includes producing platforms that easily integrate with other web content and will easily adapt as new technology arises.
* Actively monitors the district’s social networking profile. Makes sure that sites and profiles are secured and that user data that may be incorporated is safeguarded. Including insuring sensitive and/or classified organizational information is not inadvertently posted to the web site.
* Oversees other district staff who create web properties to maintaining a consistent look through uniform fonts, formatting, icons, images and all additional design elements; Coordinates and conducts training of building and department web page editors; Set and enforce compatibility and interoperability standards to ensure site accessibility for all users.
* Find, diagnose, and fix website problems, including broken links (both internal and external), typographical errors, formatting inconsistences, security issues and performance problems.
* Establishes standard processes including workflow, approvals and publishing; integrates systems and key web services; manages source control; automates common administrative tasks and provides tools and processes regarding user provisioning, access control and workflow.
* Coordinates department annual editorial calendar and keep it up-to-date.
* Assists in providing media support at district and school events.
* Assists with writing and editing regular staff, parent and community messages.
* Performs graphic design, web design and video production as needed in support of content creation responsibilities.
* Assists director with structuring communications relative to the intended audience and the anticipated reactions and concerns.
* Undertakes research for assigned projects to identify historical and contemporary information that is essential to the district’s position and communications
* Executes a variety of details related to community relations campaigns and special events.
* Responds to general information requests about the district and its educational programs and services; Answers or forwards to appropriate administrator any website/communication related materials from users.
* Photographs school and district activities and events, as needed.
* Performs other duties as assigned.

**REPORTING RELATIONSHIP:**

Reports to Director of Communications

**QUALIFICATIONS:**

* Bachelor's degree in marketing, public relations, communications, organizational management, or a related field from an accredited college or university.
* At least two years’ experience in marketing, public relations, communications, organizational management, or a related field.
* Demonstrated expertise in marketing, social media strategies, creation of video programming and ability to strategically plan marketing efforts both short and long term.
* Demonstrated creativity in thinking, writing, and design.
* Knowledge of public school organization and operation.
* Skill in the use of word processing and computers, including PowerPoint, Excel and social media platforms.
* Effectively communicate visually and in oral and written form
* Excellent skills in grammar, punctuation, and spelling.
* Demonstrated ability to relate and effectively work in a positive manner with a diverse group of staff and community in a confidential manner.
* Relates positively to youth and adults of varying socioeconomic, cultural, and ethnic backgrounds.

**KNOWLEDGE, SKILLS AND ABILITIES REQUIRED:**

* Solid experience with graphic design and industry standard communications tools.
* Ability to produce professional quality materials for print and electronic  
  dissemination.
* Stays current on communications technologies and best practices for the purpose of developing and enhancing skills.
* Knowledge of social media and how to engage audiences on digital platforms in the public space.
* Excellent project management methods and techniques.
* Ability to communicate effectively, both orally and in writing.
* Ability to guide others effectively.
* Ability to multitask and perform under tight deadlines.

**Work Conditions**

* Occasional evening and weekend work to meet deadlines and/or meet with the public.
* Sitting for extended periods of time.
* Dexterity of hands and fingers to operate a computer keyboard, mouse,  
  power tools, and other computer components.
* In-district travel required.

**Licenses/Special Requirements**  
None