

Position: Communications Specialist

Salary Range: 36

Summary

Under the direction of the Public Information Officer (PIO), performs a variety of specialized duties in the research, preparation, composition, design, editing and distribution of a variety of materials in print and/or an electronic media format; assists schools and departments in implementing effective communication plans; performs related duties as assigned.

Essential Duties and Responsibilities**Website, Social Media and Multimedia Support**

- Serves as webmaster –supports technical and content inquiries, including assigning staff permissions, under direction of PIO. Maintains homepage content and Public Information page.
- Monitors, administers and provides support for Facebook and other social media at District Office/Departments, in concert with PIO.
- Assists with launching of new websites and/or School-based social media, provide on-site training or support as necessary
- Tracks data from social media and website. Assists in preparing and analyzing feedback for reporting/evaluating.
- Photographs and video records District programs and events for communications. Assists PIO with contacting sites to check waiver of students' photos/work.
- Creates short media productions—including video-- for communications and builds video library of content

Emergency Communications Support

- Serves as support for Centralized Emergency Communications for website, social media, SchoolMessenger communications, media, etc.
- Supports the effective response to emergency situations by ensuring the consistent flow of factual information to key audiences both internal and external as directed.

Communication Support

- Researches, prepares, composes, designs, edits and distributes a variety of materials including, but not limited to press releases, promotional materials, newsletters, handbooks, manuals, correspondence, brochures, advertisements, presentations, posters, guides, directories and web-based documents in support of established communication goals.
- Coordinates research and development of information that highlights accomplishments of students, schools and community partners; visits school sites and other departments to research materials.
- Edits materials designed for internal and external communications for credibility, understandability, readability, format, style, content, grammar and composition.
- Prepares regular digital multimedia communication materials that support outreach to staff, parents, students, and the community (email, website, video, social media, etc.), under direction of PIO
- Works with PIO to develop and implement effective strategies for the distribution of information via printed materials, electronic publication, video, direct mail and other means.
- Communicates with other departments and staff in coordination and distribution of information;

prepares, executes and evaluates communication plans, with PIO.

- Monitors Communications@djud.net email address.
- Supports responses to public or media inquiries.
- Researches mass media and tracks pertinent stories.
- Researches, plans, executes, and continually evaluates district communications efforts.
- Prepares news releases, arranges media interviews and press conferences and responds to requests for information, in consultation with PIO.

Qualifications

▪ Knowledge and Skills

Knowledge of principles and techniques of media relations; verbal facility to communicate clearly and effectively; skill in analyzing relationships among complex data and/or employee groups; sensitivity to diversity, cultural competency, equity and access; ability to translate and project educational objectives into broad terms of public understanding and circulation; excellent verbal and written communication skills.

▪ Abilities

Handle multiple tasks, work under pressure and work with priorities/deadlines subject to frequent change; compose media stories, publications, letters memorandums, or other documents that provide accurate and effective information regarding the topic or subject; organize and edit rough draft copy according to accepted rules of style and syntax; meet schedules and timelines; work independently with little direction; maintain confidentiality. Ability to manipulate websites and administer social media; plan and organize special events and activities to enhance public relations; serve as a Spokesperson for the District; analyze situations accurately and take effective course of action; utilize photographic equipment to take pictures; use good judgment and have a strong sense of ethics; operate a computer, peripheral equipment and assigned software used in graphic layout and production; maintain consistent, punctual and regular attendance. Ability to speak, read and write in Spanish is preferred.

▪ Physical Abilities

Sufficient vision to see and read small print; sufficient color vision to distinguish various shades of color; sufficient dexterity to perform manual manipulation and utilize photographic and other equipment; mental acuity to determine size and arrangement of illustrative material, style and/or type sizes; sufficient hearing to conduct individual, group and/or telephone conversations; ability to speak in an understandable voice with sufficient volume to be heard in addressing groups.

▪ Education and Experience

Any combination of education/experience equivalent to a Bachelor's degree with major course work in communications, public relations, marketing or a related field and previous experience in journalism, public relations or another communications-related field. Experience with electronic media and web applications required.

▪ Licenses and Certificates

A valid California Driver's license.