

Jordan School District
EDUCATION SUPPORT PROFESSIONAL JOB DESCRIPTION

Job Title: **Communications Specialist FT (R01) PT (O93)** Job Family: 8
 Department: Communications Lane Placement: 13
 Supervisor's Title: Director of Communications Contract: 245 Days
 FLSA Classification: Non-Exempt Hours per Day: (R01-8) (O93-Hourly)
 Department Approval: *Xandra K. Riancho* Date: 9-26-2024
 ADA Review: *Junele Masters* Date: 9-26-2024
 Human Resource Approval: *B. King* Date: 9-26-2024
 Superintendent Approval: _____ Date: 9.26.24
 Original date: 06/01 Revised: 08/10 Revised: 07/16 Revised: 09/24

GENERAL FUNCTION

Under the general direction of the director, the **Communications Specialist** is responsible for assisting in the coordination and development of external and internal communications to patrons, employees and the news media. Oversees and coordinates content creation for the District website and social media platforms. Produces and/or assists to produce and edit District video. Provides support and training to school/department administrators in promoting good news. May act as a spokesperson on District issues and supports school/department administrators in communicating to the news media, as needed. Assists in crisis communication procedures with local agencies and municipalities

The incumbent is responsible to follow all policies and guidelines as detailed by District policy.

ESSENTIAL FUNCTIONS

- Assist in the coordination and development of external and internal communications to patrons, employees and the news media. Produce and edit District video stories.
- Create professional content for the District website and social media platforms. Produce brochures and marketing information as needed.
- Assist the director, administration and Board of Education (BOE) in marketing the District and local schools to the public. Assist in communicating the District's message through video, social media or other communication forms. Produce and edit video stories.
- Provide support, training and materials to school/department administrators to promote good news stories.
- Write, review and edit District information/publications that are distributed to internal and/or external audiences.
- May act as a spokesperson to the media on District issues. Develop and maintain a professional working relationship with the news media.
- Support school/department administrators in communicating to the news media, as needed.
- Coordinate crisis communication procedures with local agencies and municipalities and may respond to after hour emergency calls.
- Consult with the director on District communication issues (guest editorials, letters to the editor, speaking engagements, etc.) Monitor news media concerning school stories.
- Provide media training for administrators and customer service training to staff members.
- Travel throughout the District and outside the District as needed. Will use own transportation.
- May attend BOE meetings or study sessions and produce Board notes as directed.
- Monitor proper use of District logos and ensure proper usage of style guide.
- May respond to after hour or emergency situations as needed.
- This position requires punctual and regular daily attendance at assigned location.

NON-ESSENTIAL FUNCTIONS

- Other duties as assigned.
- Serve on District committees as assigned. Attends principal meetings as needed.

- This description should not be construed to contain every function/responsibility that may be required to be performed by an incumbent assigned to this position.
- Incumbent is required to perform other related functions as assigned. Other related functions can be performed for no more than 20% of an employee's normal workweek (i.e. eight (8) hours per week, or thirty-two (32) hours per month).

QUALIFICATION REQUIREMENTS

- Incumbent must be fingerprinted and clear a criminal background check.

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the education, knowledge and experience requirements; the machine, tools and equipment used; and any licenses or certifications required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of this position.

Minimum Job Qualifications:

- Requires High School diploma, GED or equivalent as reviewed by the Department of Human Resources. Verification may be required.
- Requires a Bachelor's degree in marketing, communication, media or a related communications field plus two years prior work-related experience with demonstrated competence or an equivalent combination of education and experience.
- Experience as a videographer and editor in video production preferred.
- Experience in creating and distributing corporate social media content preferred.
- Must demonstrate competence in reading, writing and math.
- Requires strong interpersonal skills both verbal and written.
- Requires ability to meet deadlines and work well under pressure.
- Ability to write news stories, ParentSquare alerts/posts and Board summaries.
- Ability to effectively present information and respond to questions from principals, directors, administration, employees, media or the general public.
- Demonstrated knowledge in computer programs, including Microsoft Word, Excel, Adobe Suite, still photography and videography.
- Ability to evaluate and calmly make timely decisions on key issues while exhibiting sound and accurate judgment skills.
- Demonstrated competence in being proactive, motivated, organized and results-oriented within a fast-paced, highly demanding environment.
- Requires excellent communication and presentation skills, both oral and written.
- Must be self-motivated and proactive in completing tasks with minimal direction.
- Requires own transportation to travel to District and other locations.

NOTE: The Administration reserves the right to require specific training for this position. However, depending upon the type and quality of prior work experience and availability of formal training programs, some exchanges can be made between training and experience.

Machines, Tools & Equipment Used:

- Standard office equipment and machine, i.e. computer, phone, fax, copier, video, DSLR camera, etc.
- Must provide own transportation to and from schools.

Physical Requirements – Not limited to the following:

- Frequent lifting from floor to waist up to 40 pounds and carrying up to 40 pounds.
- Occasional awkward lift / carry up to 25 pounds, climbing/balancing on ladders and working in awkward positions (kneel/crawl). Occasional fine motor dexterity.
- Frequent climbing stairs, sitting, standing, walking and using a keyboard/Mouse.

- Occasional (0-33%) Frequent (34-66%) Constant (66-100%)
- Physical ability to perform the essential functions listed above with or without reasonable accommodation.
- Possess the physical, mental and emotional stability to work under stressful condition, including but not limited to: deadlines, contract requirements, inspection requirements and interaction with critical personnel.

NOTE: This list of essential and marginal functions and of physical requirements is not exhaustive and may be supplemented in accordance with the requirements of the job.