

Communications Specialist

Purpose Statement

The job of Communications Specialist is done for the purpose/s of creating and implementing best practice communication strategies to support the successful implementation of Blue Valley's Strategic Plan.

ESSENTIAL Functions

- Conceptualizes new design strategies that support and align with communication plans for district initiatives and awareness campaigns for the purpose of meeting shared goals.
- Conducts written and on camera interviews with students, staff and community for the purpose of writing compelling stories.
- Creates content for print, video, social media and other formats for the purpose of reaching a broader audience.
- Possesses the knowledge and skills to identify audiences with differing needs and preferred communication methods for the purpose of strategies communication planning.
- Provides support for district advertising initiatives for the purpose of boosting student enrollment.
- Requires accelerated learning about education and district initiatives for the purpose of delivering content and messages in a way that staff, students and parents understand.
- Responsible for writing compelling and informative stories for the district's community magazine for the purpose of creating greater awareness of strategic plan initiatives and their impact on student success.
- Responsible for keeping up to date on emerging developments in the field of communication and the educational environment for the purpose of improved content knowledge.
- Supports the district's crisis communication efforts for the purpose of providing timely and accurate information to students, staff and families.
- Understands media relations best practices for the purpose of increased positive news coverage.
- Writes compelling stories highlighting students, staff, and programs for the purpose of conveying a relentless commitment to students.

Other Functions

- Attends Board of Education meetings for the purpose of supporting the board, administration and visitors.
- Performs other related duties, as assigned, for the purpose of ensuring the efficient and effective functioning of the Communications Department.

Job Requirements: Minimum Qualifications

Skills, Knowledge and Abilities

SKILLS are required to perform multiple, technical tasks with a potential need to upgrade skills in order to meet changing job conditions. Specific skill based competencies required to satisfactorily perform the functions of the job include: effective leadership; operating standard office equipment including utilizing pertinent software applications;

planning and managing multiple projects; developing and administering budgets; and developing effective working relationships.

KNOWLEDGE is required to perform basic math, including calculations using fractions, percents, and/or ratios; review and interpret highly technical information, write technical materials, and/or speak persuasively to implement desired actions; and analyze situations to define issues and draw conclusions. Specific knowledge based competencies required to satisfactorily perform the functions of the job include: online, digital, non-print and social media; emerging media techniques; national, state and local legislative processes and current and relevant educational policy issues; school business affairs; pertinent codes, policies, regulations and/or laws; organizational and time management; conflict resolution; and communication strategy and implementation.

ABILITY is required to schedule a significant number of activities, meetings, and/or events; routinely gather, collate, and/or classify data; and use job-related equipment. Flexibility is required to independently work with others in a wide variety of circumstances; analyze data utilizing a variety of complex processes; and operate equipment using a variety of standardized methods. Ability is also required to work with a significant diversity of individuals and/or groups; work with data of widely varied types and/or purposes; and utilize a variety of job-related equipment. Independent problem solving is required to analyze issues and create action plans. Problem solving with data requires analysis based on organizational objectives; and problem solving with equipment is limited to moderate. Specific ability based competencies required to satisfactorily perform the functions of the job include: providing direction and leadership; use of systemic cooperation in carrying out assignments while making effective use of resources; adapting to changing work priorities; communicating with diverse groups; maintaining confidentiality; meeting deadlines; working as part of a team, and working with constant interruptions.

Responsibility

Responsibilities include: working independently under broad organizational guidelines to achieve unit objectives; managing a department; directing the use of budgeted funds within a work unit. utilization of significant resources from other work units is routinely required to perform the job's functions. There is a continual opportunity to significantly impact the organization's services.

Work Environment

The usual and customary methods of performing the job's functions require the following physical demands: some lifting, carrying, pushing, and/or pulling, and significant fine finger dexterity. Generally the job requires 20% sitting, 60% walking, 20% standing. This job is performed in a generally clean and healthy environment.

Experience: Job related experience is desired in field through an internship or minimum 1 year experience.

Education: Bachelors degree in job-related area with an emphasis in Journalism, Public Relations or related field.

Required Testing

None Specified

Continuing Educ. / Training

None Specified

Certificates and Licenses

None Specified

Clearances

Criminal Justice Fingerprint/Background Clearance
Kansas Certification of Health

FLSA Status

Exempt

Approval Date

2/28/2011

Revised Date

10/18/2021

Salary Grade

Off Table