



## Evanston/Skokie School District 65 Job Description

Evanston/Skokie School District 65 is Committed to equitable outcomes for all children, racial equity, restorative justice practices, innovative learning, collaborative teaming, and building community.

**Title: Communication Specialist**

**Reports to: Director of Communications**

**POSITION SUMMARY:** The Communication Specialist supports the Director of Communications in building stakeholder awareness and support through regular and strategic communication efforts.

### **SPECIFIC DUTIES & RESPONSIBILITIES:**

- Identifies story opportunities and develops content that supports the District's mission and commitment to educational and racial equity.
- Assists in the design, drafting, and production management of community newsletters such as the *Fast 5*.
- Establishes and maintains positive working relationships with staff and external partners/stakeholders.
- Strategizes and coordinates district website content including feature stories, upcoming events, news and announcements, staff directory updates, and departmental updates.
- Utilize technologies including website, social media, and video, to expand the district brand and innovatively reach stakeholders.
- Responds to a variety of stakeholders as appropriate and/or directed.
- Coordinates the delivery of districtwide email communications.
- Supports with video and other multimedia projects.
- Performs other duties as assigned.

**COMPETENCIES:** The following competencies are representative of specific skills, abilities, and attributes that must be demonstrated to perform this job successfully.

Communications: Expresses ideas and thoughts verbally. Expresses ideas and thoughts in written form. Exhibits good listening and comprehension. Keeps others adequately informed. Selects and uses appropriate communication methods.

Job Knowledge: Competent in required job skills and knowledge. Exhibits ability to learn and apply new skills. Keeps abreast of current developments. Requires minimal supervision. Displays understanding of how job relates to others. Uses resources effectively.

Cooperation: Establishes and maintains effective relations. Exhibits tact and consideration. Displays positive outlook and pleasant manner. Offers assistance and support to co-workers. Works cooperatively in group situations. Works actively to resolve conflicts.

## Communication Specialist

Diversity Commitment: Shows respect and sensitivity for cultural differences and a commitment to equity. Seeks out multiple perspectives in order to meet the needs of the district and broader community

Planning & Organization: Prioritizes and plans work activities. Uses time efficiently. Plans for additional resources. Integrates changes smoothly. Sets goals and objectives. Works in an organized manner.

Relationship Building: Builds rapport across the organization. Establishes collaborative relationships to achieve objectives. Seeks win-win solutions to conflict. Develops network of professional contacts. Displays empathy and tolerates diverse viewpoints.

Use of Technology: Demonstrates required skills. Adapts to new technologies. Troubleshoots technological problems. Uses technology to increase productivity. Keeps technical skills up to date.

Written Communications: Writes clearly and informatively. Edits work for spelling and grammar. Varies writing style to meet needs. Presents numerical data effectively.

**QUALIFICATIONS:** The requirements listed below are representative of the knowledge, skill, and/or ability required to perform this job successfully.

Education: A bachelor's degree in communications or job related area

Experience: Job related experience with increasing levels of responsibility is required. Audio Visual experience preferred.

Certificates/Licenses/Registrations: Professional Educator Certificate and Designated Subject Matter Endorsement

Language Skills: Reads, analyzes, and interprets complex documents. Responds effectively to inquiries. Writes on a variety of topics for multiple audiences.

Mathematical Skills: Adds, subtracts, multiplies, and divides in all units of measure, using whole numbers, common fractions, and decimals. Computes rate, ratio, and percent and draws and interprets bar graphs.

Reasoning Ability: Defines problems, collects data, establishes facts, and draws valid conclusions. Interprets an extensive variety of technical instructions in mathematical or diagram form and deals with several abstract and concrete variables.

## Communication Specialist

Computer Skills: Microsoft Office, Google Drive, knowledge of a variety of social media and electronic communications applications

### PHYSICAL DEMANDS:

Physical Activities: Standing, Walking, sitting, handling, keyboarding, talking and hearing.

Lifting Demands: Up to 35 pounds

Reaching Activities: Both dominant and non-dominant hand Overhead

Environmental Conditions: Noise Intensity 3 moderate

### OTHER REQUIREMENTS:

This position may require traveling to various school sites, work locations, and/or community organizations throughout the district.

**DISTRICT EXPECTATIONS:** All employees are expected to demonstrate regular and predictable attendance; to support the District's vision, mission, goals, and Strategic Plan; to engage in civility, respect, professionalism, and collaborative teaming; and to maintain the professional knowledge and skills necessary to perform the essential duties and responsibilities of their positions.

**NOTE:** School Board Policy ensures equal opportunity for all in its personnel policies and practices and does not discriminate on the basis of race, color, gender, religion, national origin, marital status, sexual orientation, gender preference, political beliefs, social/family background, disability or age.

**FLSA Status:** *Non- Exempt*

**Salary Schedule:** *Commensurate with experience*

**Bargaining Unit:** *NA*

**Approved Date:** *5/22/2020*