

Fargo Public School District Position Description

Position Title: Marketing & Communications Assistant

Department: Community Relations

Reports To: Executive Assistant to the Superintendent

Reviewed: September 2017

SUMMARY:

Assists the Executive Assistant to the Superintendent in the development and execution of the District's marketing and communications activities, including use of social media, online platforms, and electronic newsletters, along with the creation of a planned information campaign to area media.

QUALIFICATIONS:

A Bachelor of Arts degree in the areas of communications, marketing or public relations or related field, with 2-5 years of communications, marketing or public relations experience preferred. Must possess strong written and oral communication skills. Must possess a working knowledge of the Microsoft Office suite, Sharepoint/Office 365, design application programs (i.e. Adobe InDesign and Photoshop), and social media and online platforms, including but not limited to: Facebook, Twitter, Hoot Suite, School Wires, Magnet Mail and online blogs. Must be a detail-oriented person with exceptional organizational and time management skills. Must be able to work in a team environment. Digital photography skills preferred.

TERMS OF EMPLOYMENT:

The position is a 12 month position.

ESSENTIAL DUTIES AND RESPONSIBILITIES: *Other duties may be assigned.*

1. Researches, writes, and edits information for compilation in District publications, including but not limited to, reports, brochures and electronic presentations.
2. Researches, writes, edits and lays out stories for weekly District publications including, but not limited to, *The Journey* and *SchoolTalk*. Executes weekly distribution of District newsletter. Tracks readership statistics and prepares statistic reports accordingly.
3. Creates and implements, in conjunction with the Community Relations Team, a planned information campaign to assure important district initiatives (such as curricular reform, educational policies, student accomplishments and building-level news events) receive appropriate media coverage. Assists in setting yearly press release distribution and coverage goals. Prepares and disseminates press releases to local media pool. Tracks media response to news pitches and prepares monthly media response reports.
4. Researches, writes, edits and posts information to District online and social media platforms, including but not limited to, Area Voices Blog, Facebook, Twitter and website. Tracks and reports hit statistics of online and social media postings.
5. Attends District/school events as needed to gather information and take photographs to create content for District publications and social media platforms.
6. Researches, writes, edits and posts information to District employee portal (Sharepoint/Office 365). Assists in the creation of the internal communication campaign to District staff.

7. Researches, writes, edits and develops materials as necessary for communication initiatives.
8. Researches, writes, edits and develops materials as necessary to communicate about District plans including, but not limited to, the strategic plan, facility plan and financial plan.
9. Researches, writes, edits and develops other materials such as talking points, tip sheets and PowerPoint presentations on timely topics as needed.
10. Creates and executes communications plans for the Community Relations Department.
11. Assists in the management of electronic storage of files for the Community Relations Department.
12. Recommends improvements to supervisor in District communication efforts including the improvements of specific publications or initiatives.
13. Performs other duties as may be assigned by the Executive Assistant to the Superintendent.
14. Participates in all mandatory training or training appropriate to the position as required by the district.

PHYSICAL DEMANDS: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to sit, talk or hear. The employee occasionally will stand or walk. The employee is frequently required to reach with hands and continuously will repeat the same hand, arm or finger motion many times as in typing. Employee will frequently interact with the public and other staff members. Specific vision abilities required by this job include close vision, color vision.

WORK ENVIRONMENT: The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually moderate.

EVALUATION: Job performance is evaluated in accordance to district guidelines by the Executive Assistant to the Superintendent.

The information contained in this job description is for compliance with the American with Disabilities Act (A.D.A.) and is not an exhaustive list of the duties performed for this position. Additional duties are performed by the individuals currently holding this position and additional duties may be assigned.