

## Job Description **COMMUNICATION SPECIALIST** Professional

**Position Goal:** The Communications Specialist plays a key role in shaping and delivering clear, timely, and engaging communication that connects the district with its students, staff, families, and broader community. This position supports the district's mission by promoting transparency, trust, and pride through strategic messaging, storytelling, and innovative communication practices.

The Communications Specialist manages a variety of communication platforms—digital, print, visual, and in-person—to highlight the achievements of students and staff, share important updates, and foster meaningful community engagement. The Communication Specialist will work closely with building administration, the Educational Services Department, Superintendent, Board of Education, and community groups (i.e., parent groups, civic groups, etc.), as well as all staff members to support the district's mission and vision.

### **Preferred Qualifications:**

- Bachelor's Degree in Public Relations, Marketing, Media Communications, Journalism, Education Leadership, or related field
- Minimum two years of related professional experience, preferably in school public relations
- Strong writing, editing, and storytelling skills for a variety of audiences
- Familiarity with web content management systems, social media platforms, and design tools (e.g., Adobe Creative Suite, Canva)
- Ability to manage multiple projects with attention to detail and deadlines
- Experience with photography, videography, or visual content creation
- Collaborative, flexible, and responsive to feedback and changing priorities
- A passion for public education and the ability to communicate its value effectively
- Ability to maintain the design of the website and the structure of CMS
- Experience supporting/training others in the use of a web content management system (CMS)
- Ability to plan and implement small and large group learning/staff development activities
- Health and inoculation certification on file (post-employment offer)
- Pass a criminal background check (post-employment offer)

**Reports to:** Assistant Superintendent of Educational Services

### **General Responsibilities:**

- Ensure the safety and well-being of all students, staff, and visitors
- Assist in establishing a positive and safe work environment
- Work independently, as well as be a member of a team
- Appropriately operate all equipment
- Effectively use technology
- Communicate effectively with all team members
- Build meaningful rapport with students and staff
- Effectively collaborate, consult, and problem-solve
- Effectively manage time, tasks, and responsibilities
- Compile and maintain accurate and complete records and reports in a timely manner
- Keep information and records confidential
- Implement and follow all department and district policies
- Maintain regular attendance
- Ensure all activities conform to district guidelines
- Support the philosophy and vision of USD 231
- Implement and follow all district health and safety policies, including all precautions of the blood-borne pathogens exposure control plan

### *Media Relations & Storytelling*

- Serve as primary media contact; write and distribute press releases, statements, and advisories.
- Build relationships with local media and proactively pitch stories highlighting district initiatives, student and staff achievements, and events.
- Monitor news and public sentiment; advise administration on response strategies and media outreach.

### *Content Creation & Management*

- Write, edit, and publish content, including newsletters, presentations, reports, board briefs, speeches, and feature stories.
- Maintain the district and school websites with up-to-date, accessible, and visually engaging content.
- Develop and manage social media strategy and content calendar across platforms; train and support staff in practical use.

### *Branding & Marketing*

- Ensure consistent application of district branding and voice across all materials and platforms.
- Design and implement annual marketing campaigns to promote programs, enrollment, and district image.
- Collaborate with Human Resources to support recruitment marketing and develop employee spotlights or onboarding content.

### *Recognition & Community Engagement*

- Coordinate staff, student, and community recognition efforts at the school, district, and state/national levels.
- Plan and support key district events such as dedications, award ceremonies, and public celebrations.
- Develop partnerships with local governments, civic organizations, and parent groups to enhance district visibility and trust.

### *Digital Engagement & Analytics*

- Monitor district communication platforms (e.g., websites, apps, social media) to ensure alignment with engagement goals and compliance standards.
- Track communication analytics and community feedback; adjust strategies based on performance insights and stakeholder needs.

### *Visual & Multimedia Support*

- Capture and edit photos and video content for use in promotional campaigns and storytelling.
- Design graphics, flyers, and publications to support district initiatives and events.

### *Research, Reporting & Special Projects*

- Support administration with surveys, focus groups, and data collection to inform communication strategies.
- Draft and produce the district's annual "State of the District" report and other summary documents.
- Assist with major initiatives such as bond campaigns, project launches, and stakeholder presentations.

### **Physical Requirements/Environmental Conditions:**

- Work in multiple settings and travel to alternative locations, as necessary
- Work in noisy and crowded environments
- Work in both indoor and outdoor settings (year-round)
- Good physical agility, which requires the following:
  - Frequent bending
  - Sitting
  - Standing
  - Walking
  - Kneeling
  - Reaching
- Physical exertion to manually move, lift, carry, pull, or push heavy objects

materials up to 40 pounds

**Terms and Benefits:**

- Compensation, work terms, and fringe benefits per negotiated contract with USD 231 Board of Education
- Part-time status (16-24 hours per week)
- Schedule to be determined by USD 231 Administration
- Evaluation per USD 231 Board of Education Policy
- Single dental and single medical insurance benefit
- Section 125/Cafeteria Plan
- KPERs retirement plan

**Revised:** October 2025

The Gardner Edgerton School District is an Affirmative Action, Equal Employment Opportunity Institution