

Joliet Township High School District 204

Position Title: Communications Specialist (Bilingual-Spanish)

Qualifications:

1. Minimum of a Bachelor's degree with experience and education in media, journalism, public relations, and/or communications.
2. Passing score on Spanish Proficiency Exam or equivalent assessment preferred.
3. Speak, read, write, and translate fluently and effectively in English and Spanish.
4. Ability to develop written communications quickly and clearly for the public and ability to proofread and edit documents.
5. Knowledge of and experience leveraging social media in the context of today's media landscape.
6. Excellent public speaking and presentation skills.

Reports To: Director of Community and Alumni Relations

Job Goal: Engage all families in the educational process by creating a welcoming environment through community/alumni outreach, partnerships, and the communication of news and information in English and Spanish to internal and external stakeholders.

Performance Responsibilities:

1. Understand and communicate the District Strategic Plan and provide updates to all stakeholders with regards to progress of the plan.
2. Serve as the Spanish-speaking liaison between the district, parents, community and alumni.
3. Develop and implement a comprehensive communication plan to effectively communicate with all stakeholders including our Spanish-speaking families and alumni.
4. Establish and maintain consistent, effective and timely communication in English and Spanish with families and alumni in a variety of ways, including social media.
5. Maintain updated lists of constituent stakeholders in the Spanish-speaking community.
6. Translate a variety of district documents and communications from English to Spanish.
7. Prior to final publication, review and edit all Spanish publications that are disseminated to the general public, including school-based communication documents.
8. Prepare, edit and distribute press releases in English and Spanish.
9. Prepare and develop marketing/communication materials in English and Spanish to distribute to all stakeholders.

10. Develop content for the Annual Report to engage Spanish-speaking families and alumni.
11. Assist with alumni and community relations event planning assignments.
12. Cover and document District, school and alumni events through a variety of mediums.
13. Coordinate a system in which Spanish-speaking students can volunteer to engage Spanish-speaking stakeholders in the educational process.
14. Collaborate with the community including the Spanish-speaking community and alumni to build relationships, partnerships, strengthen communication and to solicit/mobilize community volunteers.
15. Provide cultural public relations counsel, assistance and in-service training to the administration, Board of Education, schools, parent groups and student groups.
16. Educate Spanish speaking and disenfranchised families about school resources, organizations and services provided to the community.
17. Facilitate family and parent education programs.
18. Analyze and assess the effectiveness and efficiency of communication and engagement efforts and make annual suggestions for improvement.
19. Keep current with best practices of the public relations profession and maintain contact with appropriate professional organizations in bilingual communication and public relations.
20. Assure compliance with applicable laws and regulations regarding disclosure of public information and accountability.
21. Implement and adhere to district policies and procedures, rules and regulations, and directives.
22. Other duties as assigned.

Terms of Employment: Twelve month contract, Flexible Schedule

Salary: Salary to be determined by the Board of Education

Evaluation: Performance on job requirements will be evaluated annually by the Director of Community and Alumni Relations in accordance with Board and Administrative policy.