



SPECIALIST, COMMUNICATION

Rev. July 2025

Job No.: 5802

Reports to: Assistant Director, Communications

Dept./Campus: School & Community Relations

FLSA Status: Non-Exempt

Pay Grade: 508

Term: 226 Days

PRIMARY PURPOSE:

Works with a dynamic team dedicated to enhancing the community's connection to our public schools through innovative and engaging communication strategies. Communications Specialist supports the Communications department with strong written and visual storytelling, public relations, and media relations skills. This position plays a vital role in identifying, capturing, and sharing the impactful stories of LISD.

MAJOR RESPONSIBILITIES AND DUTIES

Storytelling:

- Identify stories on campuses and departments that can be shared in written and/or digital formats that further the LISD brand and goals.
- Proactively seek ways to recognize students, staff, and volunteers.

Content Creation:

- Contribute to the communications team's projects with writing, editing, photography, video, design, and layout skills for digital publications for internal and external audiences.
- Maintain the content calendar to ensure timely and consistent output of stories on News website, Photo site, and various social media platforms.

Social Media Management:

- Manage the district social media channels (Facebook, Twitter, Instagram, etc.), by analyzing success and engagement of posts, providing timely content, and facilitating advertising spend.
- Support campus and district department social media channels through providing best practices and training, along with organizing and updating database of account credentials.

Professional Growth:

- Cross-train with other members of the Communications team to build a varied skill set.
- Attend monthly meetings with public school communicators from around Central Texas as needed, along with a yearly state conference and additional professional development opportunities as they present themselves.

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Additional Responsibilities

- Support the School and Community Relations department, the district, and other departments' programs of community engagement activities and forums.
- Assist in media relations by facilitating media requests.
- Model core organizational values and beliefs; communicate openly and effectively within and across teams; and manage resources to effectively support district goals.
- Maintain a professional level of confidentiality regarding all district matters.
- Keep abreast of innovative practices.
- Comply with policies established by federal and state law, State Board of Education rule, and local board policy.
- Assist with the preparation of quarterly activity reports.
- Demonstrate regular and prompt attendance.
- Perform other duties as assigned.

SUPERVISORY RESPONSIBILITIES

- None.

GENERAL QUALIFICATION GUIDELINES

Education/Certification/Experience:

- Bachelor's degree in journalism or comparable communications field or equivalent combination of training/experience to demonstrate ability to do the job.
- Experience in communication, preferably in public education.
- Dependability and punctuality are necessary

Knowledge/Skills/Abilities:

- Knowledge of a variety of audio/visual, photography and video equipment, digital editing software; computer graphic design for print and web; Canva, and Adobe Creative Suite, Photoshop, Illustrator and Premiere.
- Skill in writing; editing; grammar; AP style; organizational communication; interpersonal relations; organization; proofreading; and photography.
- Ability to detect, analyze and solve technical problems; work multiple projects simultaneously; meet strict time deadlines; work under high stress; accommodate last-minute demands for audio/visual services; and be available to work on evenings or weekends, if necessary; carry out assigned tasks in a timely manner.

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Mental/Physical/Environmental Demands

The essential functions, pursuant to the Americans with Disabilities Act, may include the characteristic duties, responsibilities, knowledge, skills, and abilities noted herein; however, this is not a comprehensive listing of all functions and tasks performed by positions found in this job description.

- Needs to occasionally move about inside the office to access file cabinets, office machinery, etc.
- Constantly operates a computer and other office productivity machinery, such as a calculator, copy machine, and computer printer.
- Frequently communicates with other employees or public.
- Must be able to exchange accurate information.
- Ability to understand, remember, and communicate routine factual information.
- Ability to organize and prioritize own work schedule on short-term basis.
- Ability to make decisions which have moderate impact on immediate work unit.
- Ability to compose letters, outlines, memoranda, and basic reports and/or to orally communicate technical information.
- Ability to communicate with individuals utilizing a telephone, computer, or other electronic device.
- Use standard office equipment including personal computer and peripherals.
- Prolonged sitting; occasional bending/stooping, pushing/pulling, and twisting.
- Repetitive hand motions including frequent keyboarding and use of mouse; occasional reaching.
- Occasional light lifting and carrying (less than 15 pounds).
- Work with frequent interruptions.
- Maintain composure and professionalism at all times.
- This applicant must be available to work occasional evenings and weekends to cover district events.