

Monticello Public Schools
ISD #882
JOB DESCRIPTION

Position Title: Communications Specialist and School Board Liaison

Department: Superintendent's Office

Exempt Status: Exempt

Reports To: Superintendent

Date: July 2023

Approval: Superintendent

JOB SUMMARY: Under the general supervision of the Superintendent, the Communications Specialist, and School Board Liaison provide knowledgeable and professional support for essential communications and school Board functions to administrators, board members, staff and the community. The Communications Specialist performs communications support in an efficient and timely manner so that overall positive community relations is maintained and the district's educational objectives may be achieved. The School Board Liaison will provide support to the Superintendent and School Board to ensure the district's business and structure are implemented to School Board policy in support of the district's education objectives. This position is considered a confidential employee by Minnesota statute.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

45% Essential Communication Functions

- A. Communicate clearly, effectively and consistently the district goals, policies, and activities to reach a variety of audiences.
- B. Coordinate the development and dissemination of communications materials, including stories, graphics and photos for newsletters, news releases, annual reports, communications to students and staff, social media platforms, and the District website.
- C. Maintain the District website to enhance the image of the District and engage the broader community.
- D. Analyze data related to website traffic and other metrics to provide content and strategic improvement recommendations.
- E. Consult with administrators, staff, programs and departments to provide quality, accurate communications material and advise in specific communication management.
- F. Serve as a liaison of the District to media outlets by being first point of contact and coordinate media responses, interviews and other media related requests.
- G. Develop branded content such as graphic design, videos, and publications.
- H. Review and make recommendations for approval of all school and district fliers.
- I. Promote and highlight the strategic plan of the District, keeping the plan at the forefront of district communication venues.
- J. Establish and oversee the implementation of a District communication plan which includes; key messages, target a diverse audiences, measure progress on goals and monitor accuracy and consistency of communications, including website content to enhance staff, family and community engagement.
- K. Coordinate and publish District newsletters, the Magic Happenings (monthly external District communication) and DO Connections (internal district newsletter).

- L. Prepare and maintain annual reports and district messaging using specialized knowledge to display, analyze and modify information.
- M. Coordinate Crisis Communications for the District, acting as a key point person in navigation of emergencies and incident response. Work with Crisis Response teams on a consistent basis.
- N. Serve as a project manager for special communication projects such as videos.
- O. Oversee Audio Visual specialist in development of videos and streaming of content.
- P. Work with consultants as directed.
- Q. Lead a district-wide Communications team to coordinate and streamline communications and promote activities across the school community.

25% School Board Liaison

- A. Coordinate, distribute, and archive School Board meeting and workshop agendas and materials. Facilitate report and presentation submissions and review prior to School Board presentation.
- B. Oversee School Board meetings; ensure proper protocols are followed, take minutes, post, and distribute per policy and protocol.
- C. Coordinate all School Board committee meetings.
- D. Maintain school board policy review cycle, update, revise, post, archive, and distribute policies as needed.
- E. Maintain data as required for School Board liaison responsibilities.
- F. Coordinate all aspects of school district elections and abide by current election laws including; voting procedures, and promotion of levy, bond or referendum campaigns.
- G. Facilitate School Board communications with Superintendent and other Directors.

10% Employee Relations

- A. Provide direct support to the Superintendent of schools to promote accurate, timely communications with staff, families, the School Board and the community.
- B. Coordinate media presentations and communications related to projects (ie. staff recognition, new staff etc.).
- C. Promote diverse school and district student accomplishments and lead the 'Be the Light' program.
- D. Assist in survey and data collection and communications related to School District business.
- E. Seek multiple perspectives to develop and implement responsive content.
- F. Provide opportunities for internal and community engagement and feedback sessions; such as focus groups and Coffee Chats.
- G. Provide training on communication and communication platforms.
- H. Serve as a district representative on district and community teams as directed.
- I. Access highly confidential documents and complete assignments as directed by the Superintendent or other District Administrator, relating to School District business. Maintain strict confidentiality of document(s) content and meeting discussions.

10% Coordinator and Compliance Monitor for Homeschool Data and Scholarship Committee

- A. Ensure data integrity and compliance with all state and federal reporting requirements.
- B. Maintain and report Homeschool data.
- C. Lead the student scholarship program, coordinate all aspects of the program including team meetings, and provide compliance and proper data management for the process.
- D. Build connections with community members and organizations to promote scholarship opportunities for our students.

5% Written and Verbal Communication

- A. Provide professional customer service to internal and external stakeholders.
- B. Demonstrates courteous and cooperative behavior when interacting with staff, co-workers, administrators, vendors, and community members.
- C. Maintains confidentiality of all School District business and data.
- D. Compile and present information for administrative and School Board meetings.
- E. Compose correspondence for approval by the Superintendent.
- F. Enthusiastically promotes the School District and the Superintendent's goals and priorities in compliance with all policies and procedures.

5% Professional Development

- A. Attend meetings, in-services and workshops as required.

Performs other duties as assigned or requested.

WORK REQUIREMENTS AND CHARACTERISTICS:

Education/Certification Requirement:

- Four (4) year college degree required.
- Related course work preferred.

Experience:

- Previous communications experience required.
- Experience in school district setting preferred.

Essential Skills Required to Perform the Work:

- Knowledge of fundamentals, principles, approaches and techniques of communication, including written reports, design and electronic media.
- Knowledge of marketing principles and approaches.
- Knowledge of District administrative policies, procedures and organizational structure.
- Knowledge of laws, rules, and mandates that pertain to the communication area and School Board procedures.
- Proficiency in operating computer hardware and software applications.
- Working knowledge of news writing style, AP style, excellent command of grammar, sentence structure and spelling.
- Excellent human relations skills to understand stakeholder perspectives and communicate appropriately.
- Desire and ability to work in a team environment.
- Ability to communicate effectively; including verbal, written, electronic and website.
- Desire, willingness and ability to engage in training and provide training to others.
- Ability to inter-relate with others and present a positive interaction with public, peers and administration in all communications.
- Demonstrates organizational and time management skills.
- Ability to maintain confidentiality in all aspects of the job.
- Demonstrates cultural awareness and sensitivity in all communications.

Machines, Tools, Equipment, Electronic Devices, and Software Required:

- Operates office equipment including computer, printer, scanner, calculator, copier, multi-line phone system, facsimile, postage meter.
- Proficiency or ability to learn various software applications.

Supervision of Other Employees:

- This position provides work direction or supervision to other district employees.

Physical Job Requirements:

- Position requires regular periods of sitting at computer.
- Position involves occasional stooping.
- Position involves frequent repetitive motion in performing tasks.
- Position involves frequent fingering keys on word processing equipment and 10 key calculators.
- Position involves occasionally lifting up to 40 pounds.
- Position involves listening, speaking clearly and visual activity.

Mental Job Requirements:

- Position requires regular attendance and timeliness.
- Position requires organizing and prioritizing tasks in order to meet deadlines.
- Position requires attention to detail and need for accuracy.
- Position requires basic proficiency in technology.
- Position requires multiple tasking while dealing with constant interruptions.
- Position requires courteous customer service relations.
- Position involves exercising confidentiality in handling School District information
- Position involves flexibility and a willingness to undertake a variety of tasks, sometimes at the direction of more than one person.
- Position requires working collaboratively with office and district staff to accomplish the goals of the district.

Working Conditions:

- Normal office conditions.
- May travel during work schedule.

Job Outcomes:

- Projects a positive, cooperative and respectful attitude with students, parents, other employees and community members.
- Ensures daily office operation runs efficiently and smoothly.
- Maintains accuracy and up-to-date records to help ensure that the department properly meets the needs of the state, parents, students and staff.
- Maintains confidentiality, security, and accuracy regarding all students' records.
- Contributes to the effective and efficient operation of the office.

This description describes the general nature and work expected of an individual assigned to this position. Employees may be required to perform other job-related duties as requested by their supervisor. All requirements are subject to possible modification to reasonably accommodate individuals with a disability.