

Terrell I.S.D. Job Description

Terrell Independent School District is an Equal Opportunity Employer

No person shall, on the basis of national origin, race, gender, creed, religion, age, or handicap, be excluded from participation in, be denied the benefit of, or subjected to discrimination in employment, or recruitment consideration, or selection for full or part-time professional positions in the Terrell Independent School District.

In accordance with Terrell I.S.D. Board Policy DC (LOCAL) the following position is open:

Job Title: Communications Specialist

Work Days: 208

Reports to: Chief of Communications

Pay Grade: According to [TISD Salary Schedule](#)

Dept./School: Central Administration

Contract Type: Non Ch. 21

Contact Person: Jasmine Castaneda, HR Specialist

Primary Purpose:

To assist the Chief of Communications and Marketing with all district communications. The role of the Digital & Graphic Design Community Coordinator is to promote the district in a positive manner by managing the organization's visual content and online presence. They develop and execute strategies for social media, websites, and other digital platforms, ensuring consistent brand messaging and engagement with the community. This role will create and curate content, manage editorial calendars, and analyze the effectiveness of digital campaigns by utilizing various communication channels, including but not limited to videography, social media management, photography, web content, and experiential events. This position will support both the internal and external communication needs of the district.

Qualifications:

Education/Certification:

Bachelor's degree in marketing, communications, visual design, video/media production, or related field from an accredited university or an approved deficiency plan submitted with a projected date of completion from an accredited university.

Experience:

Minimum of two years of successful marketing or communications experience.
Experience in public school and/or university-level marketing and communications preferred.

Essential Skills:

- **Writing and Editing:** Strong written and verbal communication skills, with the ability to create clear, concise, and compelling content for various media
- **Public Relations:** Knowledge of public relations principles and techniques, including media outreach, press release writing, and event management.
- **Analytical Skills:** Ability to use data and analytics tools to assess the effectiveness of communication strategies and make data-driven improvements.
- **Adaptability:** Being able to quickly adapt to changing circumstances, especially during crisis situations, and adjust communication strategies accordingly.
- **Organizational Skills:** Strong organizational and interpersonal skills with the ability to effectively communicate both internally and externally and meet established deadlines while managing multiple projects.
- **Ability to read, write, and speak Spanish, preferred**

Responsibilities

Content Creation:

- Create content for various channels, including print, web, social media, radio and TV to reach diverse audiences and provide analytics to determine communication effectiveness.

Story Telling:

- Write and produce compelling human interest stories that shed a positive light on the district, students and staff.

Social Media Management:

- Develop, write, and schedule social media content on the district's social media channels (Facebook, Facebook Español, etc.)

Website Management:

- Develop, write, and add content to district and campus websites.

Photography:

- Capture photographs at district events for promotional purposes.

Event Management and Execution:

- Assist with the coordination and execution of district-wide events that adhere to the branding and image of the district.

Relationship Building:

- Create positive relationships with internal and external stakeholders by providing excellent customer service.

Software Proficiency:

- Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects).
- Canva
- Other video editing software (Final Cut Pro, CapCut, Envato, etc.).

Equipment Used:

Computer, printer, copier, video camera, and equipment, digital camera and equipment.

Working Conditions:**Mental Demands/Physical Demands/Environmental Factor:**

Work with frequent interruptions. Repetitive hand motions, prolonged use of computer. Occasional lifting and carrying. May work prolonged and irregular hours; frequent district-wide travel. Maintain emotional control under stress.

Daily in-person attendance is an essential function for this position.

The foregoing statements describe the general purpose and responsibilities assigned to this job and are not an exhaustive list of all responsibilities and duties that may be assigned or skills that may be required.

Application Procedures**District Employees:**

1. Complete an internal application online at <https://www.applitrack.com/terrellisd/onlineapp/>
 - a. You may attach an updated resume
 - b. You may attach a letter of interest addressing how your background and experience relate to the position's responsibilities and qualifications
2. Other credentials as applicable

Outside Applicants:

1. Online Application <https://www.applitrack.com/terrellisd/onlineapp>
 - a. You may attach a resume and a letter of interest addressing how your background and experience relate to the position's responsibilities and qualifications
 - b. Other credentials as applicable
2. Official transcript(s) will be requested after a recommendation for hire is received

Estimated Salary Range: \$59,949 - \$71,359

Terrell ISD does not discriminate on the basis of race, color, national origin, sex, disability or age in its programs or activities and provides equal access to the Boy Scouts and other designated youth groups. The following person has been designated to handle inquiries regarding the nondiscrimination policies:

Melissa Nichols, Executive Director of HR
700 North Catherine Street
Terrell, Texas 75160
Office Number: 972-563-7504
Email: melissa.nichols@terrellisd.org