

JOB DESCRIPTION
Salina Unified School District #305

COMMUNICATION SPECIALIST

Purpose Statement:

The job of Communication Specialist is done for the purpose/s of performing technical and clerical support of the District's public information, communications and marketing; assists in developing, collecting and disseminating various forms of communication, both internal and external, concerning the programs, activities, and objectives of the District.

Essential Functions

- Participates in the planning, coordination and support of major events and recognition programs; liaises with relevant departments/agencies/personnel; drafts and edits reports, production schedules, press releases, and materials related to the planning and production of events.
- Assists in planning social media campaigns, drafts social media content, manages social media channels and prepares monitoring reports of social media outreach.
- Designs, writes, and produces communication and marketing materials such as display advertising, brochures, flyers, direct mail materials, guides, event programs, directories, web sites, and social media content using a variety of graphics, desktop and online software, and social media tools.
- Develops and curates digital media assets (e.g., posts, graphics, photographs, videos, etc.) for social media campaigns and on the department's various social media platforms.
- Develops and maintains working relationships with internal and external audiences to support department projects and operations.
- Provides general office support; responds to complex information requests and inquiries; processes, drafts and finalizes communications; sets up and maintains files/records, organizes meetings, monitors deadlines, etc.
- Responds to inquiries from a variety of internal and external parties (e.g. staff, parents, students, public agencies, etc.) for the purpose of providing information and facilitating communication among parties.
- Monitors multiple communication channels and media coverage for the purpose of sharing pertinent information with District Leadership.
- Punctual and regular attendance is an essential function of the position.

Other Functions

Assists other personnel to support their completion of their work activities.

Job Requirements: Minimum Qualifications

Skills, Knowledge and Abilities

SKILLS are required to perform multiple tasks with an ability to upgrade skills in order to meet changing job conditions. Specific skills required to satisfactorily perform the functions of the job include strong interpersonal and communication skills, operating standard office equipment including utilizing pertinent software applications. Abilities include managing multiple competing priorities at one time and thriving in a fast-paced work environment.

KNOWLEDGE is required to perform basic math, including calculations using fractions, percent, and/or ratios; read technical information, compose a variety of documents, and/or facilitate group discussions; and analyze situations to define issues and draw conclusions. Specific knowledge required to satisfactorily perform the functions of the job includes concepts of grammar and punctuation; and office application software.

ABILITY is required to schedule a number of activities, meetings, and/or events; often gather, collate, and/or classify data; and use basic, job-related equipment. Flexibility is required to work with others in a wide variety of circumstances; analyze data utilizing defined but different processes; and operate equipment using defined methods. Ability is also required to work with a significant diversity of individuals and/or groups; work with data of varied types and/or purposes; and utilize job-related equipment. In working with others, problem solving is required to analyze issues and create action plans. Problem solving with data requires independent interpretation of guidelines; and problem solving with equipment

is limited to moderate. Specific abilities required to satisfactorily perform the functions of the job include communicating with diverse groups; maintaining confidentiality; meeting deadlines and schedules; setting priorities; working as part of a team; and working with detailed information/data.

Responsibility

Responsibilities include: working under limited supervision using standardized practices and/or methods; leading, guiding, and/or coordinating others; and operating within a defined budget. Utilization of some resources from other work units may be required to perform the job's functions. There is a continual opportunity to have some impact on the District's services.

Working Environment

The usual and customary methods of performing the job's functions require the following physical demands: some lifting, carrying, pushing, and/or pulling; some stooping, kneeling, crouching, and/or crawling; and significant fine finger dexterity. Generally the job requires 70% sitting, 10% walking, and 20% standing. This job is performed in a generally clean and healthy environment.

Experience Job related experience with increasing levels of responsibility is desired.

Education Targeted job-related education that meets the District's prerequisite requirements.

Required Testing

Certificates & Licenses

Continuing Educ. / Training

None Specified

Clearances

Criminal Justice Background Investigation
TB Screening

FLSA Status

Nonexempt

Approval Date

Salary Grade

Classified
Range 22

