

**TITLE:** COMMUNICATIONS SPECIALIST

**QUALIFICATIONS:**

1. Knowledge of principles and practices of effective public relations and mass-media communications
2. College coursework in communications, information systems, business administration or other related area; bachelor's degree in related area desirable
3. Ability to communicate effectively with media representatives, staff, students, parents and community; ability to develop and maintain effective working relationships with variety of groups
4. Experience in development and maintenance of web pages
5. Knowledge of Worldwide Web, trends and potential uses related to public education
6. Knowledge of and experience in use of variety of office machines, word processing and desktop publishing software to produce brochures, news releases, reports and other miscellaneous documents
7. Ability to fluently speak, read and write English and Spanish preferred

**REPORTS TO:** Administrator as assigned

**SUPERVISES:** Staff as assigned

**JOB GOAL:** To assist in timely dissemination of information by developing and maintaining website of current District events, communicating with media representatives and serving as staff resource for distributing variety of information to public

**PERFORMANCE RESPONSIBILITIES:**

1. Designs, implements and maintains website to publicize variety of District events and disseminate public information
2. Receives, reviews and prepares material submitted for website, including district calendar; converts materials to web documents; monitors day-to-day operation of website including transferring, testing and updating web materials
3. Develops efficient production processes to assist website users
4. Creates and implements graphics; researches and keeps current with emerging web technology
5. Develops and maintains effective working relationships with news media and community agencies; prepares and provides information through news conferences, radio and television public service announcements and press releases; serves as District spokesperson as assigned
6. Manages special projects as requested by Superintendent
7. Performs other related duties as assigned

**TERMS OF EMPLOYMENT:** Salary and work year according to current schedule; supervisory salary schedule, class. 14

**EVALUATION:** Performance of this job will be evaluated in accordance with the district's "Improvement of Professional Services" handbook, Board Policies and Procedures and consistent with collective bargaining agreements when applicable.