



Deer Valley Unified School District

JOB DESCRIPTION

JOB TITLE: **Communications Specialist**

JOB CODE: **#4-4023**

Position Type: Exempt	Department: Communications and Community Engagement
Salary Schedule: Exempt	Reports to: Director of Communications and Community Engagement
Salary Range: 4	Location: District Office
Term of Employment: 12 months	Date: February 12, 2014
Shift: Day	Approved By: Human Resources

POSITION SUMMARY:

Serves as a liaison between the District and news media by preparing and distributing news releases, securing media coverage through proactive media relations strategies and serving as spokesperson when needed. Develops grant proposals and submits grant applications.

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

ESSENTIAL FUNCTIONS:

- Cultivates and maintains relationships with media through proactive media relations strategies.
- Develops and submits media releases for newspaper and television coverage.
- Creates and delivers press releases, media relations content, District publication content, newsletter content, social media content, talking points, scripts, and website content.
- Assists in the monitoring and continuous improvement of emergency communications procedures and strategies.
- Develops District emergency communications material.
- Works with graphic designer to produce District advertisements and promotional collateral.
- Assists in developing public relations marketing strategies and public relations campaigns.
- Researches attitudes, opinions and perceptions of selected internal and external groups and reports that information to the Communications and Community Engagement manager.

- Assists in the planning and implementation of special events.
- Works collaboratively with other departments to assist writing and submitting grant proposals and award submissions.
- Assists the Communications and Community Engagement Manager on special projects and issues as assigned.
- Demonstrates the ability to use a professional level video camera to frame shots for video.
- Takes on-site photographs and video recordings of District events.
- Has experience in editing with Final Cut Pro and/or Adobe Premier and Adobe After Effects software.
- Has knowledge of HTML and CSS coding.
- Must meet any additional specific job requirements as indicated by the department.

MARGINAL DUTIES:

- Assists other personnel as may be required for the purpose of supporting them in the completion of their work activities.
- Completes other job related duties as assigned by the supervisor.

SUPERVISORY RESPONSIBILITIES:

- None.

OTHER SKILLS/ABILITIES/KNOWLEDGE/WORK STYLE:

- Excellent writing skills are required.
- Demonstrates the ability and desire to provide outstanding customer service.
- Demonstrates the ability to effectively use technology as a communications tool.
- Demonstrates the ability to work effectively under time constraints.
- Must be organized with the ability to multitask.
- Must be detail-oriented and self-motivated.
- Must have excellent memory and ability to function well under stress.
- Must be able to work independently with minimal supervision and/or assistance.
- Must demonstrate an extremely high regard for confidential and sensitive information.
- Must demonstrate flexibility, common sense, and good judgment.
- Must have ability to keep abreast of information pertinent to the job.
- Must have a basic knowledge of computers.
- Adheres to the district/department vision, mission and goals in collaboration with staff and supervisor.
- Develops and demonstrates progress of district/department goals.
- Is receptive to ideas, issues and concerns presented by all constituents.
- Provides purpose and direction for individuals and groups within the schools and/or departments.
- Maintains accessibility, listens to seek clarity and responds in a timely manner.
- Conscientiously fulfills responsibilities and follows directives by meeting deadlines.

- Demonstrates clear articulation of content accurate information through both oral and written communication.
- Demonstrates collaborative problem-solving skills.
- Participates in district professional development activities in a timely manner.
- Uses professional day in a productive manner.
- Demonstrates knowledge of and adheres to district policies and administrative procedures.
- Completes assigned tasks and projects in a competent and timely fashion.
- Adheres to legal and procedural guidelines regarding confidentiality and disclosure of information.
- Demonstrates effective management of all fiscal resources and responsibilities.
- Makes clear and well-defined decisions.

CERTIFICATES, LICENSES AND REGISTRATIONS REQUIRED:

- Must have authorization to work in the United States as defined by the Immigration Reform Act of 1986.

EDUCATION AND/OR EXPERIENCE:

- College degree or three years related experience.
- Training and experience necessary to demonstrate successful communication skills.
- Other combinations of experience and education may be considered.

LANGUAGE SKILLS:

- Demonstrates the ability to read and interpret documents such as safety rules, operating and maintenance instructions, and procedure manuals.
- Demonstrates the ability to write routine reports or correspondence.
- Demonstrates the ability to speak effectively before groups of customers or employees of the organization.

MATHEMATICAL SKILLS:

- Demonstrates the ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference and volume.
- Is able to apply concepts of basic algebra and geometry.

REASONING ABILITY:

- Demonstrates the ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists.
- Is able to read and interpret a variety of instructions and data furnished in written, oral, diagram, or schedule form.

PHYSICAL DEMANDS:

- Regularly required to stand, reach with hands and arms, talk or hear and taste or smell.
- Frequently required to use hands to finger, handle, or feel objects, tools, or controls.
- Must be able to walk, and occasionally climb or balance; stoop, kneel, crouch or crawl.
- Must be able to lift and/or move up to 30 lbs.
- Must have close vision, distance vision, color vision, peripheral vision, depth perception, and ability to adjust focus.

ENVIRONMENTAL CONDITIONS:

- The noise level in the work environment is usually moderate.
- The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job.
- Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

COMMENTS:

This job description is intended to be representative of the work performed by employees in this position and is not all-inclusive. The omission of a specific duty or responsibility will not preclude it from the position if the work is similar, related, or a logical extension of position responsibilities as defined by the supervisor.

This is a temporary management guide tool, subject to change.