

TITLE: Communications Specialist**DEPARTMENT:** Communications**REPORTS TO:** Executive Director of Communications

POSITION SUMMARY: Under the direction of the Executive Director the Communications Specialist assists with the creation, design, production, and distribution of electronic, written, and verbal communication materials for print, the Web, and social media; provides photography services at District events for use in publications; provides support and assistance to staff regarding District communication tools; and provide administrative support to the Executive Director. This position requires knowledge of District Regulations and procedures, the ability to assume responsibility and work effectively and independently under pressure, and maintain confidentiality.

ESSENTIAL FUNCTIONS:

- Assist in the creation, design, production and distribution of communications materials for print, Web, and social media, including the District's annual reports, calendars, newsletters, mailers, fliers, posters, fact sheets, presentations, and digital and print graphics.
- Use software such as Photoshop, InDesign, and the Microsoft Office Suite, to create, maintain and update graphic design and written content for all District media materials and on the District's website and web presence.
- Create graphic design effectively within institutional brand guidelines and use marketing strategies and concepts to positively promote the District and its interests.
- Prepare electronic files for digital output as well as for use on web and social media sites.
- Monitor, maintain and update District website for the purpose of communicating with students, staff, families and the community.
- Maintain District social media presence and calendar.
- Provide photography at District events for use in District electronic and print publications.
- Write, edit, design, and produce informative stories and content for District publications, articles, and online content.
- Maintain an archive and library of stock photos and video for use in District publications and promotions.
- Maintain excellent relationships with administration, staff, community, and news outlets.
- Organize and participate in building events.
- Must acquire an in-depth knowledge and understanding of District communication tools (Emma and School Messenger), maintain knowledge as current, and provide assistance and support to users. Act as liaison between vendors and District users.
- Interacts constructively with other administrators and staff.
- Maintain good relations with newspaper, radio, and TV contacts.
- Receives phone calls and personal callers; uses knowledge of procedures and discretion to determine those which can be handled by the administrators' subordinates or other offices; makes referrals as appropriate; answers general questions including those requiring research or technical knowledge.
- Coordinates, organizes, and maintains calendars for ongoing projects and tasks in order to assure smooth project completion, timely deliverance of project, and implementation of results.
- Use and manage District software, including the Skyward purchase order system, in order to maintain the Department budget.
- Understand department Payroll and complete timekeeping duties and documentation on a monthly basis.
- Review and ensure accuracy and quality of department documents, publications, and web content.
- Compiles data from a variety of sources in accordance with District, state, and federal guidelines and regulations in order to create appropriate communications, reports, memoranda, letters, and other written material for appropriate staff and stakeholders.
- Drafts, prepares and processes a variety of electronic communication, forms, memoranda, agreements, letters, reports, and other documents to assure proper completion within legally mandated time frames.
- Creates, incorporates, and maintains existing files, in hard copy and electronically and retains records in accordance with the appropriate records retention timelines.
- Proof-reads and edits documents and other written materials to assure accuracy and completeness including correcting errors and omissions. Independently composes correspondence for supervisor's signature.

ISSAQUAH SCHOOL DISTRICT JOB DESCRIPTION

- Performs research. Checks legal citation and references for correct format. Retrieves, stores, edits and prints documents as needed in accordance with financial, legal, and administrative guidelines and requirements.
- Maintains complex individual and department files, physical and electronic, in accordance with records retention guidelines.
- Possess knowledge of and adhere to Governing Policies and District Regulations and Procedures.
- Participate in special projects as assigned and perform related duties and key responsibilities consistent with the scope and intent of the position.

QUALIFICATIONS:

EDUCATION: Bachelor’s Degree in communications, journalism, graphic design, digital media, or related field required. Qualifying experience may substitute for educational requirements.

EXPERIENCE: At least 3 years of communications, marketing or public relations experience. Experience with website content management systems preferred, including the creation of website design and social media content and scheduling. Photojournalism experience or experience writing copy for publications highly preferred. Further, the individual will possess the:

- Ability to work independently, take initiative, organize projects and details, and make decisions efficaciously
- Ability to communicate clearly and effectively in a pleasant, tactful and professional manner.
- Ability to research, analyze and interpret data, rules and regulations, codes, statutes, and laws.
- Ability to exercise independent decision making abilities and make decisions within parameters established with his/her supervisor, organize and manage multiple time sensitive tasks, and support diplomatic resolution of difficult and/or delicate parent, staff and community issues.

CERTIFICATES AND LICENSES: Valid WA State driver’s license and appropriate insurance required. Must maintain as current any certification or license listed herein and held at hire date.

REQUIRED TESTING: Pre-employment Proficiency Test

CONTINUING EDUCATION/TRAINING: That which is required to be effective in the position and to maintain certification

CLEARANCES: Criminal Justice fingerprint/Background Clearance

FLSA STATUS: Exempt

BARGAINING UNIT: Unrepresented

I have reviewed the job description, been allowed to ask questions, and can perform all job required Essential Functions with or without an accommodation(s).

Name (sign)

Name (print)

Date