



JOB DESCRIPTION

BAND GRADE SUBGRADE WORKING CONDITIONS

JOB TITLE	CONTRACT REFERENCE
Communications Specialist (Digital Media emphasis)	Individual Contract

TITLE OF IMMEDIATE SUPERVISOR	VERSION DATE
Director of Communications and Community Relations	February 2017

JOB SUMMARY

The Communications Specialist is responsible for producing materials for public relations, marketing, and other communications, and distributing content using a number of electronic vehicles, including the school website, social media, digital photography, digital video, email and print. The ability to collaborate, multi-task, follow through and meet deadlines is essentials. This position will tell the Fridley story across digital platforms, capturing and capitalizing on unique moments that instill pride and evoke interest in Fridley Schools, thus enhancing both internal and external marketing efforts.

Serves under the direction and guidance of the district’s Director of Communications and Community Relations. The communications specialist carries out daily writing, editorial and social media assignments in alignment with the district’s overall strategic communications, community relations and marketing plan.

TASK NO.	FRE- QUENCY	BAND/ GRADE
-----------------	------------------------	------------------------

The essential functions of this job include, but are not limited to, the following fundamental job duties:		
1.	Develop and execute annual, strategic website and social media plans, managing the district’s overall online presence and digital initiatives in support of the district’s mission and marketing objectives.	
2.	Maintain and manage the district website including content, graphic design and layout and links; and upgrades the website for District-wide use, as needed.	
3.	Integrates charts, data, photo, graphs, vide, documents, flow charts, graphics, etc. into web design and social media, and other communications.	

JOB TITLE

Communications Specialist

CONTRACT REFERENCE

Individual Contract

– Page 2

4.	Photographs or videos events or individuals, as needed. Interview and write district news stories for distribution in web and print.		
5.	Write, proof read, and edit for a variety of audience and media platforms including online newspaper, staff newsletter, district website, marketing materials, news releases and other print and electronic communications.		
6.	Provides graphic design for a variety of district and school publications, presentations, and digital media.		
7.	Facilitates, supports and serves school and department web managers, acting as a coach to help them keep their websites attractive and up to date. Serves as the responsive go-to person for web support.		
8.	Communicates with staff members or groups as needed in regards to the functionality of any and all parts of the websites; makes changes and supports staff as needed.		
9.	Create and post engaging content for school-owned social media accounts to support the district’s marketing plan and in coordination with all other digital and print communications.		
10.	Use analytics and other usage data to provide recommendations for improving district and school websites and online communications.		
11.	Communicate with various district stakeholders across multiple communication channels with sensitivity to the cultural, ethnic, gender and religious diversity of students, staff, parents and the community.		
12.	Effectively represents the District in all forums and community relations activities.		
13.	Supports the alumni database and the strategic goals of Fridley Schools Foundation.		
14.	Assist the Director of Communications and Community Relations with other Duties as assigned		

QUALIFICATIONS (Specific training or job experience required before appointment)

1. Bachelor’s degree and two (2) years’ experience or equivalent training and experience in public administration, journalism, graphic design, marketing, and/or related fields.

JOB TITLE

Communications Specialist

CONTRACT REFERENCE

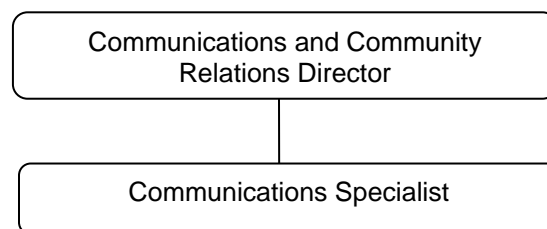
Individual Contract

– Page 2

2. Demonstrated experience in desk top publishing, graphic design and layout; ability to independently design digital and print-ready brochures, flyers, annual reports and newsletters.
 3. Proficient with current technology and tools for multi-platform communications including CMS, HTML, JavaScript; video and editing tools, digital photography and software, internet and video technology.
 4. Demonstrated proficiency in web design, coding and modifying websites, from layout to function; familiarity with web content delivery solutions including video streaming and podcasting.
 5. Demonstrated superior writing, editing and proofreading skills: must be able to repurpose content for multiple platforms.
 6. Must be self-motivated, detail oriented, with strong organizational and time management skills; with ability to function effectively as part of a team.
 7. Strong understanding of “customer-centered” support and the ability to establish effective working relationships at all levels of the organization.
 8. Ability to maintain a high level of discretion and confidentiality regarding district and employee information.
 9. Ability to work both independently and cooperatively, multi-task, follow through and meet deadlines is essential.
 10. Ability and flexibility to work some evenings and occasional weekends.
-

PREFERRED QUALIFICATIONS (Specific training or job experience required before appointment)

1. Experience in graphic design and website development.
 2. Bilingual (English and Spanish, Arabic, Somali, or Hmong)
 3. Experience in a public school or public organization setting.
-

ORGANIZATIONAL RELATIONSHIPS

SYMBOLS

DIRECT SUPERVISION

INDIRECT SUPERVISION

.....

WORK DIRECTION

ADVISE/INFORM

-.-.-.-.-

PHYSICAL FACTORS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employed is regularly required to talk, hear, climb, balance, stoop, kneel, reach for objects, stand, walk, push, pull, lift, and use hands to grasp and feel. The employed must frequently lift and/or move up to 10 pounds, occasionally being required to lift and/or move up to 25 pounds or more. Specific vision abilities required include close vision, distance vision, and the ability to adjust focus.

Employee may be required to interact with clients, customers and staff who are emotionally upset, angry or distraught. In such interactions, employee must be able to maintain control, decorum and empathetic professionalism.