



## JOB DESCRIPTION

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**BAND    GRADE    SUBGRADE    WORKING CONDITIONS**

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<b>JOB TITLE</b>	<b>CONTRACT REFERENCE</b>
Communications Specialist (Video emphasis)	Individual Contract

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<b>TITLE OF IMMEDIATE SUPERVISOR</b>	<b>VERSION DATE</b>
Communications and Community Relations Director	March 2017

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**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, 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 print and 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 video assignments in alignment with the district’s overall strategic communications, community relations and marketing plan.

<b>TASK NO.</b>	<b>FRE- QUENCY</b>	<b>BAND/ GRADE</b>
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The essential functions of this job include, but are not limited to, the following fundamental job duties:		
1.	Write, proof read and edit articles for a variety of internal and external district publications.	
2.	Researching, writing and producing creative and compelling stories for use in various media platforms, including video, website and print.	
3.	Developing district-level video productions from concept to completion, including all necessary scripting, filming, content and overall creative design.	
4.	Photograph or video events or individuals, as needed. Interview and write district news stories for distribution in web and print.	

**JOB TITLE**

Communications Specialist

**CONTRACT REFERENCE**

Individual Contract – Page 2

5.	Support schools, district, programs or department-specific video solutions for marketing and stakeholder informational consumption.		
6.	Provide graphic design for a variety of district and school publications, presentations, and digital media.		
7.	Assist the Director of Communications and Community Relations in planning of community events such as recognition programs, family engagement events, and partnership events that may require video production, marketing, and outreach support.		
8.	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.		
9.	Create and post engaging content for school owned web pages to support the district's marketing plan and in coordination with all other digital and print communications.		
10.	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.		
11.	Effectively represents the District in all forums and community relations activities.		
12.	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.
2. Have the creative and technical ability to produce video including promotional, informational, staff training and public service announcements.
3. Demonstrated experience in desk top publishing, graphic design and layout; ability to independently design digital and print-ready brochures, flyers, annual reports and newsletters.
4. 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.
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.

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**JOB TITLE**

Communications Specialist

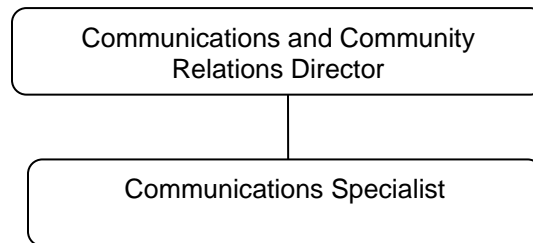
**CONTRACT REFERENCE**

Individual Contract – Page 2

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

1. Experience in graphic design/publication layout and design.
  2. Bilingual (English and Spanish, Arabic, Somali, or Hmong)
  3. Experience in a public school or public organization setting.
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**ORGANIZATIONAL RELATIONSHIPS**

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**SYMBOLS**

DIRECT SUPERVISION

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INDIRECT SUPERVISION

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WORK DIRECTION

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ADVISE/INFORM

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**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.