

# BIG WALNUT LOCAL SCHOOL DISTRICT

## JOB DESCRIPTION

**POSITION:** Communications Specialist

**REPORTS TO:** Superintendent

### **SUMMARY:**

- Facilitate a communications program that provides awareness and understanding of the strengths and needs of the Big Walnut Local Schools among the system's internal and external publics, which include individuals, schools, the community, the media, and other educational agencies.
- Direct and maintain an effective communications program with employees and residents of the school system.
- Manage all district communication activities involving internal and external audiences, including community relations, marketing and public relations.

**TERMS OF EMPLOYMENT:** 225-day work calendar

### **QUALIFICATIONS:**

- Bachelor's Degree or experience in journalism, communications, public relations, or related field
- Demonstrated experience in coordination of communication activities with an understanding of the roles of various audiences
- Demonstrated skills in desktop publishing and graphics, multimedia productions, marketing and disseminating information
- Excellent oral, written, and organizational skills

**NOTE:** *The lists below are not ranked in any particular order of importance.*

### **ESSENTIAL FUNCTIONS:**

- Serve as communications liaison between the media, the Superintendent, staff and schools
- Design, write and edit all district publications including newsletters, brochures, news releases, feature stories, annual report and other documents
- Assist with the district website and assist in the maintenance of district information provided on the site
- Coordinate photography of district events
- Visit schools and solicit stories suitable for press coverage
- Establish measurable goals and objectives for improving community awareness and attitudes through communications
- Consult with board members, administrators, teachers, and support staff on specific communication projects
- Stay abreast of professional practices in the field of communications and public relations
- Serve as consultant to district and building administrators and board members on communications concerns that affect the district
- Assist with special activities arranged by district committees
- Respond to routine questions and requests in an appropriate manner
- Maintain respect at all times for confidential information
- Interact in a positive manner with all staff, students, parents, community members
- Other duties, tasks and responsibilities as directed by the Superintendent

**OTHER CONDITIONS:**

- Potential exposure to blood, bodily fluids, and tissue
- Potential interaction with students with behavioral needs
- Occasional need to lift, carry, push, and pull various items up to a maximum of 50 pounds
- Frequent, repetitive hand use (e.g. writing, typing, use of technology, etc.)
- Occasional operation of personal vehicle under inclement weather conditions
- Occasional local travel and potential long-distance travel
- Occasional evening/weekend work (e.g. committee meetings, etc.)

**TERMS OF EMPLOYMENT:**

Work calendar, salary, and Administrative (level ii) benefits established by Board of Education

**EVALUATION:**

Performance of this job will be evaluated in accordance with the provisions of the Board of Education Policy on Evaluation of Professional Personnel

*This job description is subject to change and in no manner states or implies that these are the only duties and responsibilities to be performed by the employee. The employee will be required to follow instructions and perform duties required by the employee's supervisor(s).*

Adopted 6/10/02

Revised 5/8/2023