

JOB DESCRIPTION

COMMUNICATIONS SPECIALIST

Class Code: 8301

TITLE: COMMUNICATIONS-MEDIA PRODUCTION SPECIALIST

REPORTS TO: Associate Director of School Community and Government
Support/Printing Department Supervisor

SUPERVISES: N/A

JOB FUNCTION: To conceptualize and design a wide variety of projects using a computer and graphics software. Work in tandem with the printing department to ensure duplication, binding, collation and distribution of printed materials for departments and schools. To ensure communications and public relations matters are efficiently and effectively reported to staff, employees, students and the community of the Fayette County Public Schools.

DUTIES AND RESPONSIBILITIES:

- Assist the Associate Director in planning and conducting internal and external public relations programs and strategies for the school district.
- Write, edit and create layouts for division-district publications, information displays, TV scripts and the division's-districts external web site and Intranet; assist in the production of multimedia presentations.
- Write printing specifications and work with commercial printers on jobs that must be done outside the district
- Consult with personnel to determine needs; communicates with personnel to maintain customer satisfaction; works closely with district staff to ensure brand consistency and marketing materials align with district mission;
- Operate a variety of Digital Copier equipment
- Operate a variety of post print finishing equipment
- Maintain integrity of district brand by monitoring district logo usage.
- Work with community partners and schools on development of marketing materials.

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- ~~• Take photographs for publications.~~
- ~~• Assist in crafting marketing messages when appropriate.~~
- ~~• Respond to community and media requests for information; act as media spokesperson and staff advisor in the absence of the Associate Director.~~
- ~~• Assist in the planning and coordination of district programs and media events; photograph programs and events for publications, the Web site and/or news media.~~
- ~~• Plan and implement activities, projects and programs designed to improve school and community relations.~~
- Monitor the supply of publications and brochures and notify appropriate personnel of needed reprints or revisions.
- Maintain confidential information appropriately and exercise good judgment when communicating with the public.
- Perform other duties as assigned.
- Maintain regular attendance.

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

- Electronic media communications to include computerized text-editing word-processing equipment, television and internet.
- Public school system operations, policies and programs.
- Creative writing and editing skills.
- Organization and planning skills.
- Interpersonal skills using tact, patience and courtesy.
- Various life styles and community groups.

ABILITY TO:

- Work flexible hours, including evenings, weekends, or beyond the regularly scheduled work day with little or no advance notice.
- Analyze technical educational material and present it in easy-to-understand formats for general audience.

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- Deal tactfully and effectively with FCPS personnel, external organizations and the general public.
- Proficiency in the use of personal computers and desktop publishing.
- Maintain confidential information appropriately and exercise good judgment when communicating to the public.
- Communicate effectively both orally and in writing.
- Establish and maintain cooperative and effective working relationships with others.
- Work independently with little direction.
- Plan and organize work.
- Meet schedules and time lines.

PHYSICAL DEMANDS:

- Work is performed while standing, sitting and/or walking.
- Requires the ability to communicate effectively using speech, vision and hearing.
- Requires the use of hands for simple grasping and fine manipulations.
- Requires bending, squatting, crawling, climbing, reaching.
- Requires the ability to lift, carry, push or pull light weights, up to 30 pounds.

EDUCATION AND EXPERIENCE

- Bachelor's degree in communications, public relations, journalism or a related field and a minimum of six years of professional experience in communications, public relations, journalism, education or a related field; including writing and editing a wide variety of public information materials; news media and management experience preferred.

LICENSES AND OTHER REQUIREMENTS:

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Original Date: 01/1999

Revision Date: 06/2004

Revision Date: 07/2011

Revision Date: 07/2012