



Job Title: Communications Specialist
 Job Family: School Based Support
 Pay Program: Classified
 Job Code:
 Typical Work Year: 12 Months

SUMMARY: Direct, develop, implement and evaluate comprehensive communications projects, and initiatives. Provide communications advice and counsel to district and school leadership. Plan, organize and direct district communications, public relations, strategic communications, marketing and awareness activities to enhance community understanding of Dallas Center-Grimes Community Schools mission, goals, objectives, services and activities. Direct media relations, strategic publications, website communications, social media, public engagement, governmental relations and community outreach. Preparing the districts newsletter for publication and mailing. Advise and support the superintendent, board of education and district staff regarding internal and external communications.

ESSENTIAL DUTIES AND RESPONSIBILITIES: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Job Tasks Descriptions	Frequency	% of time
1. Direct, develop, implement and evaluate comprehensive communications projects and initiatives. Research and analyze environmental and social issues to develop effective communications strategies. Through two-way communications, build consensus across broad and diverse groups, and garner support for student learning and achievement throughout the district.	Daily	20%
2. Direct the strategic development, production, writing and editing of various district print and electronic publications. Apply tactical knowledge to improve communications strategies that are understood by broad audiences.	Daily	20%
3. Collaborate with district staff to produce professionally designed print and electronic materials, including social media and websites, which support the strategic vision of Dallas Center-Grimes CSD.		20%
4. Gather information for the district’s newsletter, organize, submit for printing and prepare the mailing.		10%
5. Respond to inquiries from key opinion leaders, parents, community groups, businesses and others for information about the district.		10%
6. Weather related school closing – communication with media, staff, and families.		5%
7. Attend meetings of the Board of Education, district-wide meetings/events, school based meeting/events and community meetings/events to gather and disseminate information about the district.		5%
8. Provide communications advice and counsel to district and school leadership.		5%
9. Provide strategic leadership in media relations and crisis communications, at the discretion of the Superintendent, serve as spokesperson for the district.		5%
10. Total		100%

EDUCATION AND RELATED WORK EXPERIENCE:

- Bachelor’s degree in journalism, communications, marketing or related field.
- Accreditation in public relations by national professional association preferred.

LICENSES, REGISTRATIONS OR CERTIFICATIONS:

- Criminal background check required for hire.

TECHNICAL SKILLS, KNOWLEDGE & ABILITIES:

- Demonstrated success in the research, development, implementation and evaluation of strategic communication plans.
- Ability to develop strong communications strategies that create a better understanding of and support for the district. Effectively implement the tactics that support the organization’s communication strategies.
- Excellent verbal and written communications skills, including public speaking and news interview abilities.
- Competence, experience and knowledge of media relations practices.
- Excellent analytical and research skills.
- Ability to meet strict deadlines.
- Commitment of time outside the regular workday schedule to meet necessary deadlines, complete current job assignments and maintain customer satisfaction.
- Ability to demonstrate consistent work ethic and respect necessary to maintain a cooperative and cohesive work environment.
- Ability to maintain regular attendance.
- Ability to exhibit and maintain a professional manner at all times.
- Ability to maintain confidentiality in all aspects of the job.
- Ability to manage one’s own work and balancing multiple concurrent assignments.
- Ability to quickly understand global concepts, prioritize and make sound decisions about where to apply resources.
- Computer literate.
- Capable of working effectively and cooperatively with people from diverse ethnic and educational backgrounds.
- Ability to respond effectively to short notice demands and to manage multiple priorities.
- Ability to promote and follow Board of Education policies, superintendent policies and building and department procedures.
- Ability to recognize the importance of safety in the workplace, follow safety rules, practice safe work habits, utilize appropriate safety equipment and report unsafe conditions to the appropriate administrator.

MATERIALS AND EQUIPMENT OPERATING KNOWLEDGE:

- Normal office equipment such as personal computer, printer, copier, fax, phone system, email.

REPORTING RELATIONSHIPS & DIRECTION/GUIDANCE:

	Position Title	Job Code
Reports to:	Superintendent	

	Position Title	# of Employees	Job Code
Direct Reports to:	This job has no supervisory responsibilities	0	

PHYSICAL REQUIREMENTS & WORKING CONDITIONS: The physical demands, work environment factors and mental functions described below 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.

Physical Activities:	Amount of time			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Stand		X		
Walk		X		
Sit				X
Use hands to finger, handle or feed				X
Reach with hands & arms				X
Climb or balance		X		
Stoop, kneel, crouch or crawl		X		
Talk				X
Hear				X
Taste	X			
Smell		X		

Weight & Force Demands:	Amount of time			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Up to 10 pounds		X		
Up to 25 pounds		X		
Up to 50 pounds	X			
Up to 100 pounds	X			
More than 100 pounds	X			

Mental Functions:	Amount of time			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Compare			X	
Analyze			X	
Communicate				X
Copy		X		
Coordinate			X	
Instruct		X		
Compute				X
Synthesize			X	
Evaluate			X	
Interpersonal Skills				X
Compile			X	
Negotiate		X		

Work Environment:	Amount of time			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Wet or Humid Conditions (non-weather)	X			
Work near moving mechanical parts	X			
Work in high, precarious places	X			
Fumes or airborne particles	X			
Toxic or caustic chemicals	X			
Outdoor weather conditions	X			
Extreme cold (non-weather)	X			
Extreme heat (non-weather)	X			
Risk of electrical shock	X			
Work with explosives	X			
Risk of radiation	X			
Vibration	X			

Vision Demands:	Required:
No special vision requirements	
Close vision (clear vision at 20 inches or less)	X
Distance vision (clear vision at 20 feet or more)	X
Color vision (ability to identify and distinguish colors)	X
Peripheral vision	X
Depth perception	X
Ability to adjust focus	X

Noise Level:	Exposure Level:
Very quiet	
Quiet	
Moderate	X
Loud	
Very Loud	

12 month – 12-17-18