



Columbia County School District Job Description

Position Title: Communications Specialist		
Department: Central Office	Evaluation Instrument: Performance will be evaluated annually by the Superintendent of Schools in accordance with Policy GBI – Evaluation of Personnel.	
Pay Grade: Administrative Salary Schedule, Grade S	Pay Type: Salaried – Exempt	Retirement: TRS
Contract Work Year: 243 Days Per Year, 8 Hours Per Day		
Reports to: Superintendent of Schools		

MINIMUM QUALIFICATIONS
<p>Education: Bachelor’s degree required, preferably in communications, marketing, or related field. Master’s degree preferred. Comparable experience required.</p> <p>Essential Knowledge/Skills: Proficient in the use of technology and graphic design software. Proficient in Word, Excel, Outlook, Power Point, and Publisher or other desktop publishing software. Command of the English language, written and spoken. Ability to work well with others to include the general public, civic and business leaders.</p>
GOAL
<p>Contribute to the successful achievement of the Columbia County School District mission and major system priorities by supporting the effective organization and operations of the school environment to optimize student learning, instructional programs and related activities.</p>
REPRESENTATIVE DUTIES & RESPONSIBILITIES
<p>JOB FUNCTION: This administrative position reports directly to the Superintendent of Schools and has the following major responsibilities: compiling and submitting system publications for mass distribution for the Superintendent, website maintenance and promoting business partnerships. Work is primarily indoors in an office environment, but requires some outdoor work and travel in weather conditions. Irregular work hours and travel to other sites required. Current driver’s license with acceptable MVR required.</p> <ul style="list-style-type: none"> • Promote, publicize and archive CCSD news, activities and successes in the improvement of learning, teaching and student achievement through all communication platforms and area media outlets including print, imagery and video. • Provide creative support for internal and external communication efforts including print publications, websites, electronic communication, community engagement, media and video productions. • Plan and direct the development of all school district publications including, but not limited to, the annual report, pamphlets, newsletters, brochures, and audiovisual presentations. • Responsible for developing content, determining layout, and maintaining accuracy of the school system website. • Train and support all school and department webmasters on the use of the website and policies regarding website content. • Develop, maintain, and monitor content of all school system social media sites to ensure policy compliance. • Develop and maintain positive relationships with the local media, including newspaper and electronic outlets. • Confer with business organizations to produce and coordinate dissemination of all materials related to school system operation. • Assist in the development and updates of policies and procedures regarding website and social media content for all schools and departments. • Prepare certificates and photograph any recognition presentations for board of education meetings and other system events.

- Assist schools and departments in the production of various forms of media as requested.
- Promote and expand the school system's Partners in Education (PIE) program to include communicating and assisting schools and departments with PIE program enrollment and contribution tracking.
- Coordinate and recommend for Board approval additions to and deletions from PIE membership.
- Develop and maintain cooperative working relationships with representatives of the community.
- Coordinate annual Business Partner Breakfast and recognition program.
- Attend after hours district meetings and events to gather information and media for publication.
- Assist with the promotion and marketing of the school system to local and regional businesses and community leaders.
- Attend approved training sessions, staff development activities, and other required meetings.
- Perform any other duties assigned by the Superintendent or designee.

SKILLS REQUIRED

- Demonstrated skills in writing, editing, and oral communication.
- Ability to work with diverse stakeholder groups.
- Demonstrated success in implementing strong communication campaigns.
- Proven experience with web design, publication, and graphic design.
- Extensive knowledge of social media and emerging communication platforms.
- Competencies in desktop publishing skills and graphic production and design (Experience with Adobe Creative Suite programs including Premiere Pro, Photoshop, Illustrator, InDesign, and other similar programs).
- Ability to adapt to emerging technologies.
- Possess problem solving skills and reasoning ability.
- Ability to work with students, staff, parents and community members in a positive manner.

IMPORTANT NOTES

ESSENTIAL DUTIES

Job descriptions are designed and intended only to summarize the essential duties, responsibilities, qualifications, and requirements for the purpose of clarifying the general nature and scope of a position's role as part of the overall organization. Job descriptions do not list all tasks an employee might be expected to perform, and they do not limit the right of the employer/supervisor to assign additional tasks or otherwise to modify duties to be performed – even if seemingly unrelated to the basic job. Every employee has a duty to perform all assigned tasks. (An employee who is assigned a duty or task believed to be unlawful should report the assignment to the Chief Human Resources Officer.) It should also be noted the order of duties/ responsibilities as listed in the job description is not designed or intended to rank the duties in any order of importance relative to each other.

MINIMUM REQUIREMENTS

In filling a vacant position, preferred or required credentials regarding education, training, experience, and other bona fide occupational qualifications may be established. The credentials shown in this job description may be interpreted only as the minimum criteria existing at the time the description was developed. Other bona fide occupational qualifications and criteria may be utilized as needed in the selection process.

Revised: January 2018