



Job Title: Communications Specialist

Exemption Status/Test: Non-Exempt

Reports to: Director of Communications

Date Revised: December 2017

Dept. /School: Communications Department

Primary Purpose:

Assist with daily implementation of various communication objectives, while maintaining a climate of support and understanding within GUSD and its many publics.

Qualifications:

Education/Certification:

Bachelor's degree in journalism, communications or related field

Experience:

One to three (1-3) years' journalism or communications experience

Special Knowledge/Skills:

Strong organizational and interpersonal skills

Ability to effectively communicate both internally and externally

Proficiency in writing, proofreading, editing and photography

Proficiency working with news media

Knowledge of Associated Press Style

Knowledge of Adobe Creative Suite and Microsoft Office Suite

Knowledge of student privacy laws

Ability to meet established deadlines while managing multiple projects

Major Responsibilities and Duties:

Public and Media Relations

1. Assist with production and distribution of publications produced by the Communications Department.
2. Gather news and write articles for a variety of mediums, both print and online.
3. Cover events throughout the work week and on weekends, both as a reporter and photographer.
4. Generate and coordinate media coverage for campus and district initiatives and events.
5. Demonstrate a solid understanding of social media tools.
6. Assist with planning and implementation of special events and programs.
7. Establish and maintain relationships with district and departmental leadership to cultivate an effective channel of communications.

Policy and Law

8. Effectively interpret policy, procedures and data.
9. Help maintain the district brand.
10. Demonstrate integrity while working with matters related to the Family Educational Rights and Privacy Act (FERPA).

Other

11. Work both independently with minimal direction and collaboratively as part of a larger team.
12. Answer incoming calls and respond to routine inquiries from the public, media, Board of Trustees or staff as directed. Refer non-routine inquiries to the Director of Communications.

Supervisory Responsibilities:

None.

Mental Demands/Physical Demands/Environmental Factors

Tools/Equipment Used: Standard office equipment including personal computer, iPad and digital camera

Posture: Prolonged sitting; occasional bending/stooping, pushing/pulling, and twisting

Motion: Repetitive hand motions, frequent keyboarding and use of mouse; occasional reaching

Lifting: Occasional light lifting and carrying (less than 15 pounds)

Environment: May work prolonged or irregular hours; occasional districtwide and statewide travel

Mental Demands: Work with frequent interruptions; maintain emotional control under stress

This document describes the general purpose and responsibilities assigned to this job and is not an exhaustive list of all responsible and duties that may be assigned or skills that may be required.