



David Douglas School District #40

MANAGER - Job Description

COMMUNICATIONS SPECIALIST

Schedule: 12 months per year
Salary Level: F plus TSA

NATURE AND SCOPE OF RESPONSIBILITIES

- Facilitate the development and implementation of the District's internal and external communications strategy
- Design, write, edit and manage production and distribution of District informational publications including newsletters, brochures, calendars, and annual reports
- Supervise personnel assigned to Special Projects and production services
- Report directly to Superintendent

ESSENTIAL JOB FUNCTIONS

- Facilitate the district's communication program and advise the administration and board on communication theory, research, and models
- Envision and create a strategic approach to communications programming with attention to maximizing available resources
- Contribute to website- and technology-based communication efforts
- Answer public requests for information; maintain background files; keep historical records; and plan for district anniversary celebrations
- Coordinate, maintain and enhance the key communicator network
- Assess the public's knowledge and attitudes about the district, and use the information effectively
- Cooperate with district administrators and other staff members, as appropriate, in publicizing and promoting special events, performances, exhibitions, displays, or dedications sponsored by the schools or district
- Review and edit all district publications disseminated to the public
- Develop budget / bond issue information
- Maintain effective relationships and contact information for media representatives
- Prepare story ideas, media releases, and statements about district new items
- Develop brochures and materials for recruitment of candidates, promotion of district programs, and general information about the district
- Prepare the superintendent, or designated spokesperson, for interviews with the media
- Serve as information liaison between the district and community
- Act as liaison to the David Douglas Educational Foundation
- Direct the Special Projects department to assure quality services are provided in a timely manner
- Orchestrate a range of employee communications including newsletters, electronic communications, and special event notifications
- Assist the superintendent in preparation of materials for presentations, speeches and major written communication
- Perform other duties, as assigned

QUALIFICATONS

- Bachelor's degree in public relations, communications, journalism, or equivalent experience
- Professional experience in a full-time communications position
- Working knowledge of internal and external public relations programs
- Demonstrated ability to write clear, concise, grammatically and factually correct copy in standard print, business and speech styles
- Proficiency with current technology for performance duties, including graphic design and publication/print software
- Ability to work individually, in partnerships, and with a minimum of direction at a variety of simultaneous professional tasks and responsibility levels
- Work positively and proactively with individuals and groups
- Previous experience working with public schools preferred
- Knowledge of the district community
- Excellent analytical and critical thinking and judgment skills

ESSENTIAL PHYSICAL REQUIREMENTS

Moderate degree of physical stamina, with occasional lifting of up to 40 pounds. Ability to move freely around the office, making frequent trips from desk to counter, files and other locations within the building. Ability to sit for prolonged periods of time, as well as frequent standing, sitting and bending. Ability to use telephone, computer and other office equipment for extended periods of time.

The David Douglas School District welcomes applications from candidates that expand the District's diversity.

David Douglas School District Drug Testing and Criminal Background check

Per district policy all offers of employment shall be contingent upon the successful passing of a district required drug test and criminal background check. David Douglas School District's Human Resources will designate where and when the testing will be conducted. The offer of employment will be withdrawn from candidates who test positive for drugs.