

Mountain View Whisman School District Human Resources Department	Job Title: Communications Specialist
Classification: J	Date Reviewed: 8/20/2020 Date Revised:

Under the direction of the public information officer, performs tasks to support the district's communications efforts. Using a variety of media, the communications specialist participates in the creative planning for district efforts including community outreach, print, social and digital media, and video creation. The communications specialist is responsible for the updating and maintenance of the district website(s), review and oversight of school websites, and social media creation and monitoring. The communications specialist is expected to be knowledgeable about the district and its programs and be able to convey that information in a positive manner that gains understanding and support.

**Essential Job Functions:**

**Web Site**

- Maintains the content and design of the district website, including writing feature articles, creating calendar events, posting documents, preparing/retouching photographs, and advanced website component updates.
- Coordinates with each district department to develop and update related web pages.
- Interface with school sites to ensure a strong and consistent district message.
- Work to check for and provide document accessibility on websites.
- Provide training on an as-needed and ongoing basis.
- Assist with the implementation of new technologies as they become available to and within the district. Examples currently include infographic creation and oversight; development of a mobile app; and video production.
- Manages and oversee district social media activities (i.e. Facebook postings, Twitter postings, sharing, engaging, liking, updating)
- Review social media postings by department and school sites for accuracy and appropriateness.
- Share social media postings from departments and school sites on district sites.
- Monitor social media on district sites and school sites for addressable and controversial postings.
- Serves as a member of the district's command center team in times of emergency, specifically to monitor social media and provide accurate postings.
- Participate in district and site staff training.
- Troubleshoot problems related to the district website and online district applications, including user access and permissions.

**District Publications**

- Assist in the creation of district publications/video programs.
- Serve as a photographer for district publications, as needed.
- Serve as the graphic designer for district publications, as needed
- Serve as proofreader for district publications, as needed.
- Assist in the creation and maintenance of a district photo library.

**Press**

- Oversee interviews with district personnel or photos shoots at the direction of the PIO.

**District Programs**

- Assist in the successful implementation of such programs Superintendent's Check In, Superintendent's Coffee, All Hands meeting, State of the Schools and others as they are developed.
- Serve as the department's primary graphic designer for varied publications.

### **Essential Job Requirements – Qualifications:**

#### **Skills, Knowledge and/or Abilities Required:**

- Knowledge of district policies and regulations regarding websites and use of technology
- Knowledge of federal Children's Internet Protection Act
- Knowledge of principles, practices and techniques of web-based applications
- Experience with web-based content management systems and graphic design programs
- Ability to communicate on social platforms in a consistent, professional voice
- Skilled in photo and video editing/layout software
- Work cooperatively with others
- Communicate effectively both orally and in writing
- Fully understand the Google platform and all of its options

#### **Physical Requirements:**

Employees in this classification stand, walk, sit, use fingers repetitively, use wrists or hands repetitively in a twisting motion or while applying pressure, use both hands simultaneously, have rapid mental/muscular coordination; good speaking and hearing abilities; bending at the waist, kneeling and crouching; reaching overhead, above the shoulders and horizontally; stooping; ascending and descending stairs; standing for long periods of time; May sit for long periods of time in front of a computer. People with certain disabilities may be capable of performing the duties of the classification. Such determination must be made on an individual basis by the district's medical examiner, taking into consideration the nature of the disability, prosthetic aid and the duties of this position.

#### **Work Environment:**

Employees in this classification work inside and outside with exposure to minor contagious illnesses (colds, flu, etc.) in direct contact with students, site staff, the public and other District staff, without direct guidance from supervisor, with a high volume of work and tight deadlines, continuous changing priorities and interruptions. May require exposure to extreme weather conditions for moderate periods of time. Other hazards include, but are not limited to, Other Atmospheric Hazards: Constant exposure to computers and equipment, anti-static sprays used on screens, paper dust from new computer paper.

#### **Education and Training Required:**

Certificate in communications, graphic design, web design, or related field; or minimum of five (5) years of increasingly responsible job related experience. Bachelor's degree preferred.

#### **Licenses, Certifications and Testing Required:**

- Fingerprint/criminal justice clearance
- Tuberculosis clearance
- Must possess or have the ability to obtain a valid California Driver license.