

CLOVIS UNIFIED SCHOOL DISTRICT**POSITION DESCRIPTION**

Position:	Communication Specialist	FLSA:	Non-Exempt
Department/Site:	Communications	Salary Grade:	25
Reports to/Evaluated by:	Chief Communications Officer	Salary Schedule:	Classified

SUMMARY

Assists in planning, organizing and coordinating the District's program of public relations and communications with an emphasis on graphic design, photography, and marketing collateral. Assists in coordination and distribution of information to District employees, parents, the public and the media regarding District programs, policies, events and initiatives.

NATURE AND SCOPE

Under the direction of the Chief Communications Officer, assists in producing publications, digital media, and graphic design projects supporting implementation of the District's strategic communication plan and social media strategy. Operates in a fast-paced office environment, focused on meeting multiple deadlines and schedules. Involves a high level of contact with District employees, parents, the public and the media.

RESPONSIBILITIES AND DUTIES:

- Produces high quality content for internal and external audiences across a range of graphic design softwares.
- Designs marketing and communication resources using Adobe Creative Cloud products.
- Assists in providing photography and videography support on a variety of Communications Department projects.
- Assists with maintaining current District information in a variety of communication channels. (online, print, broadcast, etc).
- Assists with preparing news releases and public service announcements and distribution to all media outlets, and on execution of media events.
- Assists in creating marketing content for district publications.
- Collaborates with members of the Communications Department to execute the district's strategic communications plan and social media strategy.

- Assists and makes recommendations for graphic and design standards for the maintenance and protection of graphic design assets of the district (sch as logos and other proprietary graphic designs).
- Assists with District events that are coordinated by the Communications Department.
- Prepares and coordinates the graphic design of community publications of all kinds.
- Prepares printed communication and informational material for District employees.
- Performs related duties as assigned.

QUALIFICATIONS

Knowledge and Skills: Strong writing and editing skills; knowledge of correct English usage, grammar, spelling, punctuation and vocabulary; knowledge of techniques for the writing and preparation of news releases, promotional brochures and other informational materials; knowledge of the principles of effective graphic design and visual storytelling; knowledge of specialized software including the Adobe Creative Cloud Suite of Products (PhotoShop, InDesign, Lightroom and Illustrator), familiarity with After Effects and Premier Pro desired; understanding of the principles of effective public relations and communication.

Abilities: Requires the ability to communicate effectively both orally and in writing; maintains confidentiality of District information; establishes and maintains cooperative and effective working relationships with others; understands the principles of visual storytelling and graphic design; prepares oral presentations; meets schedules and timelines; works independently with little direction; reads, interprets, applies and explains rules, regulations, policies, and procedures; uses personal computer and media-related software; uses tact and courtesy with others.

Physical Abilities: Sitting for extended periods of time; hearing and speaking to exchange information and make presentations; dexterity of hands and fingers to operate a computer keyboard; seeing to read a variety of materials.

Education and Experience: BA degree or equivalent with emphasis in journalism and/ or communication. A minimum of two years experience in the field of graphic design/ communication or public relations, is required.