

Anoka-Hennepin Independent School District #11
Job Description

Title: Communications Specialist
Department: Communications and Public Relations
Reports to: Director of Communications and Public Relations
Prepared Date: October 2020

SUMMARY OF RESPONSIBILITIES

Serve the communication and public relations needs for the Anoka-Hennepin School District primarily through development of content – copy, photograph, and video – for e-newsletters, websites, social media, and written publications featuring the district, departments, schools, and programs.

DUTIES AND RESPONSIBILITIES

Creates and maintains a favorable public image for the district by performing the following duties:

- Develop and implement portions of the district’s communication plan.
- Write content for staff, school and community e-newsletters, websites, social media, presentations, etc.
- Create and share multimedia (photos, videos, graphics) of district programs and events for publications, recognition, etc.
- Assist with management of public events and activities.
- Provide communications support for district, department and school initiatives such as referendum informational campaigns, program marketing, communication planning, etc.
- Provide technical assistance for school e-newsletters, websites and social media.
- Provide customer service through response to requests for information from staff and the public.
- Serve as support staff for crisis management.
- Perform other tasks and assume other responsibilities as assigned by the assistant director.

SUPERVISORY RESPONSIBILITIES

None.

EDUCATION and/or EXPERIENCE

Requires Bachelor's degree in public relations, mass communications, or related field, plus five years of related professional experience in public relations and/or media work; or equivalent combination of education and experience.

Previous experience working with public schools and/or knowledge of the Anoka-Hennepin school community preferred.

CERTIFICATES, LICENSES, REGISTRATIONS

None

KNOWLEDGE, SKILLS & ABILITIES

Ability to prioritize multiple tasks and schedule time appropriately.

Excellent analytical and critical thinking and judgment skills.

Proficient in the use of current technology required for the performance of duties, including graphic design, publication/print software, website software/content management systems, and social media platforms.

Ability to work as part of a team.

Excellent verbal, written, and interpersonal communication skills.

Knowledge of communication planning, implementation, and evaluation (RPIE/RACE).

Knowledge of the principles and practices of journalism and media relations.

Knowledge of photography and video production.

Skill in writing promotional and informational publications, reports, presentations, media releases, speeches, and other communications products.

Ability to interact effectively with individuals and groups in a variety of settings, with persons of diverse backgrounds, experiences, and agendas.

Ability to meet deadlines.

Ability to travel between locations during the workday.

Ability to maintain regular attendance, which includes completing an assigned day.

Ability to work occasional evenings and weekends to cover school or community events.

PHYSICAL DEMANDS

While performing the duties of this job, the employee is regularly required to sit; use hands to finger, handle, or feel; talk; hear; stand; walk; reach with hands and arms; and lift and/or move up to 10 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and ability to adjust focus.

WORK ENVIRONMENT

While performing the duties of this job, the employee is occasionally exposed to outside weather conditions, when driving to various sites. The noise level in the work environment is usually quiet, but may be noisy, depending on activities at locations other than the office.