

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: June 2018

SUMMARY OF RESPONSIBILITIES

Assist in the formal Communication and Public Relations activities for the Anoka-Hennepin School District primarily through development of content – copy, photography and video – for e-newsletters, websites, social media, and written publications featuring the district, departments, schools, and programs. Creates and maintains a favorable public image for the district by performing the following duties:

DUTIES AND RESPONSIBILITIES

- Assist in the development and implementation of the district’s communication plan.
- Write, photograph and coordinate layout, design, production and distribution of district newsletter and brochures.
- Write content for staff and community e-newsletters, website, presentations, social media, and others.
- Attend regular School Board meetings.
- Assist with photography of district programs and events for publications, recognition, etc.
- Proactively encourage media coverage of district news; arrange routine media interviews.
- Assist with management of public events and activities.
- Provide communications support for district initiatives, such as bond and levy information campaigns, program marketing, communication planning, etc.
- Provide customer service through response to requests for information from public and media.
- Coordinate response to citizen concerns brought to School Board meetings.
- Perform other tasks and assume other responsibilities as the assistant director or director may assign.

SUPERVISORY RESPONSIBILITIES

This position has no formal supervisory responsibilities, but may coordinate the work of staff in other departments, student workers, or interns.

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

Excellent analytical and critical thinking and judgment skills.

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

Excellent verbal, written and interpersonal communication skills.

Knowledge of communication planning, implementation, and evaluation.

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 travel between locations during the workday.

Ability to work occasional evenings and weekends to cover School Board meetings, or other community events.

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

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.