

**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:** February 2013

**SUMMARY OF RESPONSIBILITIES**

Assist in the formal Communication and Public Relations activities for the Anoka-Hennepin School District primarily through development of content for written publications and communications, e.g., brochures, print and e-newsletters, social media, video scripts for schools and departments. 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, podcast, key communicator network news, presentations, social media, and others.
- Attend regular School Board meetings and prepare Action of the School Board.
- Assist with photography of district programs and events for publications, recognition, etc.
- Prepare and distribute news releases; proactively encourage media coverage of district news; arrange routine media interviews; log media coverage.
- Assist with management of public events and activities.
- Provide communications support for district initiatives, such as bond and levy information campaigns, new curriculum adoption, health and wellness, etc.
- Serve as communications liaison to district Systems Accountability Committee; Curriculum, Assessment, Instruction Committee; and Anoka-Hennepin School District, Faith, and Community Partnership.
- Provide customer service through response to requests for information from public and media.
- Perform other tasks and assume other responsibilities as the director may assign.
- Coordinate response to citizen concerns brought to School Board meetings.
- Serve as back-up to director in providing communication support to cabinet level positions as needed for crisis management.

**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 two 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 maintain regular attendance, which includes completing an assigned day.

Excellent analytical and critical thinking and judgment skills.

Proficient in the use of current technology required for the performance of duties, including graphics design and publication/print software.

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.

### **PHYSICAL DEMANDS**

Ability to travel between locations during the workday.

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

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.