

The **Communications Specialist**, with the direction and supervision of the Director of Communications and Marketing, provides support for marketing initiatives and daily internal and external communications, including, but not limited to: review and distribution of written communication on behalf of the District, departments and schools; ad buys and media relations; promotional events; administrative support. The Communications Specialist leads the work of District front office staff, organizing schedules and setting customer service expectations.

**Chain of Command**

The Communications Specialist Reports to the Director of Communications and Marketing.

**Competencies of the Communications Specialist**

- Exceptional customer service skills
- Proofreading and editing experience, with exceptional written and verbal communications skills
- Strong organizational and time management skills
- Knowledge of relevant federal, state, and local laws, as pertain to public education, media and communication
- Proficiency with various organizational software (i.e. Microsoft products, OneDrive/Google Drive)

**Essential Duties of the Communications Specialist**

- Provide proofreading and editing services for various departments and school leaders
- Lead work of District front office support staff: managing schedules and setting customer service expectations
- Monitor school and department communications for consistency, clarity, and branding. Provide direction for improvement, as needed.
- Support the development and implementation of marketing campaigns, include ad buys and budget tracking
- Assist with placement, tracking and monitoring of earned media (news coverage) and paid media (advertising)
- Visit school sites for event coverage, photography, and other promotional purposes, as needed
- Assist with organization and management of Communications email inbox
- Under the general supervision of the Director, organize and manage projects that involve multi-site coordination (i.e. photo shoots, media events)

**Minimum Qualifications**

High School Diploma or GED and two years of specialized experience related to the area of assignment are required; or, an equivalent combination of education and experience sufficient to successfully perform the essential duties of the job such as those listed above.

**Licensing/Certification Requirements**

- AZ Driver's License
- AZ Fingerprint Clearance Card

Date Revised  
9.17.19