



Park Hill School District

Building Successful Futures • Each Student • Every Day

Position Description

TITLE:	Communication Specialist (Promotion and Production)
F.L.S.A.:	Non-Exempt
QUALIFICATIONS:	Minimum of bachelor's degree in public relations, marketing, journalism or related communications field
REPORTS TO:	Director of Communication Services
TERMS OF EMPLOYMENT:	12 month employment (261 days) with benefits provided according to the Support Staff Agreement

AREA OF ACCOUNTABILITY:

The communication specialist will help meet communication services goals.

PERFORMANCE RESPONSIBILITIES:

1. Coordinate all coverage of district activities through photo and video.
2. Collaborate with communication specialist (publications and public information) on promotion and coverage of district awards and district events.
3. Promote coverage of district activities and events in local media.
4. Write scripts for video programming.
5. Collaborate with video technology specialist on district video programming.
6. Collaborate with teachers to support journalism students.
7. Help manage district social media.
8. Help plan and coordinate events.
9. Help update content on the district website.
10. Help maintain professional relationships with local media.
11. Help track progress toward department goals and communication plans.
12. On-camera and voice-over skills are helpful.
13. Other duties as assigned.