

Marketing Communications Specialist

Purpose Statement

The job of Marketing Communications Specialist is done for the purpose/s of assisting the Community Relations and BPS Foundation in coordinating district and foundation communications, preparing promotional materials, providing information to others, and implementing and maintaining services within established guidelines and standards.

This job reports to Human Resources Manager

Essential Functions

- Acts as liaison for the district for providing public information (e.g. (e.g., work with local media, respond to stakeholder questions, etc.) for the purpose of maintaining a positive community presence while adhering to relevant requirements.
- Assists in the coordination of a variety of activities (e.g. promoting bond elections, launching websites, organizing fundraising campaigns, etc.) for the purpose of delivering services in compliance with established guidelines.
- Assists Community Relations Director in realizing departmental vision, while supporting other upper level administrators for the purpose of collaborating with administrators to achieve department, program and district goals through a variety of communication channels.
- Assists in the management of assigned program and departmental responsibilities for the purpose of achieving outcomes pursuant to the District strategic plan and organizational objectives, and ensures compliance with legal, financial, District and Foundation requirements.
- Assists with writing for a variety of formats (e.g. print, radio, TV, social media, PSAs, student/staff awards, district website, etc.) for the purpose of ensuring provision of programs/services within established timeframes and in compliance with all District requirements.
- Assists staff with website training and postings; community relations and the BPS Foundation with daily web and social media postings, general emergency communications via automated messaging system for the purpose of ensuring stated outcomes are achieved, relevant policies and procedures are met, and services are efficiently provided.
- Monitors program services (e.g. web, social media, and emergency/communications via automated messaging system, etc.) for the purpose of ensuring stated outcomes are achieved, relevant policies and procedures are met, and services are efficiently provided.
- Performs interdepartmental initiatives as needed for the purpose of providing services to other departments germane to communication related tasks.
- Performs administrative responsibilities in support of office operations (e.g. district calendar for board approval, campaign for school supplies, updated design of publications, parents/teacher conferences, graduation news releases, informational materials, equipment, space requirements, etc.) for the purpose of ensuring organizational objectives are achieved in an efficient and timely manner.
- Prepares a wide variety of often complex materials (e.g. (e.g., including but not limited to; poster design, videos, brochures, PSA's employee newsletters, etc.) for the purpose of documenting activities and educational issues, meeting compliance requirements, providing audit references, making presentations, and providing supporting materials for requested actions.

- Presents information on a variety of topics related to administrative responsibilities (e.g. programs, services, policies and procedures, annual publications, websites, etc.) for the purpose of providing general information, training others, implementing actions.
- Reconciles account balances for assigned budget categories as directed (e.g. advertisements, purchases, printed publications, etc.) for the purpose of maintaining accurate account balances.

Other Functions

- Performs other related duties as assigned for the purpose of ensuring the efficient and effective functioning of the work unit.

Job Requirements: Minimum Qualifications

Skills, Knowledge and Abilities

SKILLS are required to perform single, technical tasks with a need to occasionally upgrade skills in order to meet changing job conditions. Specific skill based competencies required to satisfactorily perform the functions of the job include: competency with graphic design and video/photo editing; operating standard office equipment including utilizing pertinent software applications; planning and managing projects; budgeting and financial management; and developing effective working relationships.

KNOWLEDGE is required to perform algebra and/or geometry; read technical information, compose a variety of documents, and/or facilitate group discussions; and solve practical problems. Specific knowledge based competencies required to satisfactorily perform the functions of the job include: public relations policies and procedures; effective social media and digital communication practices; community resources; and personnel policies.

ABILITY is required to schedule activities, meetings, and/or events; gather, collate, and/or classify data; and consider a number of factors when using equipment. Flexibility is required to work with others in a variety of circumstances; work with data utilizing defined but different processes; and operate equipment using a variety of standardized methods. Ability is also required to work with a wide diversity of individuals; work with a variety of data; and utilize job-related equipment. Problem solving is required to identify issues and create action plans. Problem solving with data requires independent interpretation of guidelines; and problem solving with equipment is limited to moderate. Specific ability based competencies required to satisfactorily perform the functions of the job include: communicating with diverse groups; meeting deadlines and schedules; setting priorities; working as part of a team; flexible to changing conditions; making quick and accurate decisions; working with multiple projects; dealing with frequent interruptions and changing priorities; maintaining confidentiality; and facilitating communication between persons with frequently divergent positions.

Responsibility

Responsibilities include: working under direct supervision using standardized routines; leading, guiding, and/or coordinating others; operating within a defined budget. Utilization of some resources from other work units may be required to perform the job's functions. There is some opportunity to effect the organization's services.

Work Environment

The usual and customary methods of performing the job's functions require the following physical demands: occasional lifting, carrying, pushing, and/or pulling, some stooping, kneeling, crouching, and/or crawling and significant fine finger dexterity. Generally the job requires 0% sitting, 0% walking, and 0% standing. The job is performed under minimal temperature variations and under conditions with some exposure to risk of injury and/or illness.

Experience: Job related experience with increasing levels of responsibility is required.

Education: Bachelors degree in job-related area.

Equivalency:

Required Testing

Certificates and Licenses

Continuing Educ. / Training

Clearances

Criminal Justice Fingerprint/Background Clearance

FLSA Status
Not Rated

Approval Date

Salary Grade
SL