



Park Hill School District

Building Successful Futures • Each Student • Every Day

Position Description

TITLE:	Communication Specialist
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:	Year-round employment (12 months) with benefits provided according to the Support Staff Agreement

AREA OF ACCOUNTABILITY:

The communication specialist will help meet communication services goals.

PERFORMANCE RESPONSIBILITIES:

1. Write for district publications, press releases and promotional materials.
2. Write, prepare and send district email newsletters.
3. Coordinate design and printing of district publications and promotional materials.
4. Manage school-based mentoring program and screening of district volunteers.
5. Promote district-wide activities and programs.
6. Help manage district social media.
7. Help plan and coordinate events.
8. Help update content on the district website.
9. Help maintain professional relationships with local media.
10. Help provide public information to the community.
11. Help with community outreach through participation in community groups.
12. Help track progress toward department goals and communication plans.
13. Help proofread documents and publications.
14. Other duties as assigned.