

**CAMDEN ROCKPORT SCHOOLS
JOB DESCRIPTION**

COMMUNICATIONS SPECIALIST

QUALIFICATIONS:

1. Bachelor's Degree in marketing or communications field.
2. Minimum of 3 - 5 years relevant experience in a communications or marketing role.
3. Proficiency in Adobe Illustrator, InDesign, and Photoshop.
4. Understanding of communications, public relations, and marketing best practices, including social media channels.
5. Strong communicator who works well independently and with a team.
6. Ability to think strategically and identify ways to improve communication efforts.
7. Must be resourceful and take initiative even when given minimal direction.
8. Excellent writing and editing skills.
9. Strong time management and organizational skills.

REPORTS TO: Superintendent of Schools

JOB GOAL: To shape, manage and drive the implementation of effective outreach and communication materials to educate the community (both internal and external), promote the work of the school districts, and cultivate support for the districts' schools.

POSITION DESCRIPTION

The Communications Officer is a part-time professional position whose purpose is to direct and manage the districts' public relations and communication efforts. This position will be the creative architect of most external communication for the school districts. The position works in collaboration with the Superintendent and the board of directors. On-going educational and professional development opportunities will be provided.

PERFORMANCE RESPONSIBILITIES:

1. Create, write, edit, and produce marketing and communications materials, including press releases, website content, videos, annual reports, social media content and other marketing materials to support the work of the districts.
2. Plan and manage the design, content, and production of all marketing materials
3. Develop and implement cost-effective and proactive outreach strategies to communicate with a range of constituencies through printed and electronic media, using photos, words, graphic design, narrative, and/or video.
4. Increase transparency and understanding by informing and educating our community about the inner workings of education, the philosophy, vision, and mission of the districts, and the programming we offer students.
5. Develop and manage proactive communication about district events and issues.

6. Update and maintain districts' website and social media and improve the district website to promote the depth and breadth of our schools.
7. Take and/or solicit photos of campus events when possible.
8. Ensure that all communications and marketing material aligns with district vision and standards
9. Maintain digital media archives including photos and videos
10. Collaborate with Superintendent and board to conceptualize and implement communications strategies and materials
11. Design visual materials for a variety of district needs.
12. Cultivate and maintain effective relationships with local, regional, and national media outlets.
13. Track, evaluate, and share results of communications initiatives.

LEGAL AND ETHICAL DUTIES:

1. Maintains confidentiality about all aspects of student performance and written and oral records.
2. Demonstrates respect for the legal and human rights of all students.
3. Follows health and safety procedures established by the District.
4. Arrives and departs punctually, notifying appropriate personnel about absences and coverage.
5. Demonstrates dependability, integrity, and other ethical standards.

To perform this job successfully, an individual must be able to perform each duty and responsibility satisfactorily. The responsibilities are representative of the knowledge, skill, and ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

ESSENTIAL FUNCTIONS:

1. Ability to read, reason, and understand policies and procedures and related information and to follow verbal or demonstrated instructions.
2. Physical ability to perform all necessary upper and lower body movements.
3. Ability to hear, see, and speak.
4. Demonstrate the ability to communicate effectively.

TERMS OF EMPLOYMENT: Salary commensurate with experience. Half-time salaried position. Flexible hours based on a 230-day contract. Position is remote.

EVALUATION: Performance of this job will be evaluated in accordance with this document and assessment of annual goals by the Superintendent.

Approved: April 13, 2022