



PT 1 / Communications

Purpose Statement

The job of PT 1 / Communications is done for the purpose/s of working directly with the Coordinator of Communications and Public Relations to develop, coordinate and implement a marketing and communications plan for Provo City School District. This position includes giving assistance in all aspects of public information and community relations. Responsibilities include developing strong relationships with the district employees; creating and coordinating information for internal communications; overseeing the district's social media efforts; and serving as graphic designer for the Communication Department.

This job reports to Communication-PR Specialist

Essential Functions

Assists in the creation and oversight of the the content of the Communication Department website for the purpose of ensuring that information is distributed in a timely and accurate manner.

Assists with the development, printing and mailing of collateral material (e.g. video production, District website, brochures, flyers, newsletters, newspapers, social media, etc.) for the purpose of promoting District goals and initiatives.

Assists as needed, in providing media and public relations trainings to administrative and support staff for the purpose of improving District-wide public relations.

Directs the graphic design responsibilities of the Provo City School District Communication Department for the purpose of enhancing district materials and projects.

Manages the Content Managers in each school (18 total) within Provo City School District for the purpose of ensuring proper oversight and use of social media throughout the District.

Manages the creation and posting of daily stories to the district website for the purpose of ensuring that information is distributed in a timely and accurate manner.

Manages the creation and distribution of the Weekly Notification staff email for the purpose of ensuring accountability and transparency with district employees.

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

Provides researched information to the Coordinator of Communications and Public Relations for the distribution of news releases to the media for the purpose of clearly articulating District goals, initiatives, and decisions.

Researches innovative and successful communication practices to be implemented in the practices of the Communication Department for the purpose of enhancing the day-to-day operations of the department.

Searches for innovative methods to attract positive media attention for the purpose of expanding the coverage of District events, celebrating District successes, and recognizing cutting-edge practices.

Serves as photographer for the Communication Department for the purpose of capturing the work happening across the District.

Understands and clearly and accurately communicates business, scholastic, procedural and other relevant information to internal staff, students, parents, and press for the purpose of ensuring common understandings of District-related issues.

Assists in the creation and marketing of comprehensive public relations campaigns promoting bond elections or other voter initiatives for the purpose of accurately educating Provo City voters regarding the needs of the district.

Assists in the completion of any yearly initiatives assigned to the Communication Department for the purpose of facilitating completion of the District Improvement Plan.

Assists in the research and writing of community relations policies for Provo City School District for the purpose of maintaining positive public relations.

Assists in directing the District's social media initiatives for the purpose of ensuring appropriate and relevant use of social media sites.

Assists with the planning and organization of Foundation events such as Evening of Excellence and Golf Tournament for the purpose of obtaining funds for after school programs, Camp Big Springs, and employee recognitions.

Assists in the management of the district's call-out notification system and its content for the purpose of providing updated and relevant information for parents and other users.

Assists in the Management and evaluation of the intern(s) in the Communications Department for the purpose of ensuring the efficient and effective functioning of the internship program.

Assists in the management of the Communications Department budget for the purpose of managing the needs of the department according to district and state policy.

Assists in the development of the district's internal communications plan for the purpose of creating a positive perception of the District and to meet the information needs of the district's internal stakeholders.

Assists with the branding practices of Provo City School District for the purpose of creating a clear and consistent public image of the District.

Assists where necessary in the management of the Provo City School District Foundation for the purpose of fostering community involvement in the funding and recognition of District programs, students, and personnel.

Attends work regularly to fulfill duties specific to the assignment for the purpose of providing quality educational experiences and continuity for assigned students, parents, and the overall school community.

Monitors news agencies and other agencies/websites for content about or related to Provo City School District for the purpose of identifying when the district is being discussed in the media.

Serves as content manager for the district social media platforms for the purpose of ensuring that information is distributed in a timely and accurate manner.

Serves on district committees including, but not limited to, the Celebrations Committee for the purpose of enhancing employee relations.

Writes and edits copy material as required for the purpose of ensuring timely and adequate notification of district patrons.

Job Requirements: Minimum Qualifications

Skills, Knowledge and Abilities

SKILLS are required to perform single, technical tasks with a potential need to upgrade skills in order to meet changing job conditions. Specific skill based competencies required to satisfactorily perform the functions of the job include: .

KNOWLEDGE is required to perform basic math; review and interpret highly technical information, write technical materials, and/or speak persuasively to implement desired actions; and analyze situations to define issues and draw conclusions. Specific knowledge based competencies required to satisfactorily perform the functions of the job include: .

ABILITY is required to schedule activities, meetings, and/or events; often gather, collate, and/or classify data; and consider a number of factors when using equipment. Flexibility is required to independently work with others in a wide variety of circumstances; analyze data utilizing defined but different processes; and operate equipment using standardized methods. Ability is also required to work with a diversity of individuals and/or groups; work with a variety of data; and utilize a variety of job-related equipment. Problem solving is required to identify issues and create action plans. Problem solving with data frequently 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: .

Responsibility

Responsibilities include: working under direct supervision using standardized procedures; directing other persons within a small work unit; tracking budget expenditures. Utilization of resources from other work units is often required to perform the job's functions. There is a continual opportunity to impact the organization's services.

Work Environment

The usual and customary methods of performing the job's functions require the following physical demands: some lifting, carrying, pushing, and/or pulling, and some fine finger dexterity. Generally the job requires 0% sitting, 0% walking, and 0% standing. This job is performed in a generally clean and healthy environment.

Experience: Job related experience is desired.

Education: Bachelors degree in job-related area.

Equivalency:

Required Testing:

Pre-Employment Proficiency Test

Certificates and Licenses

Continuing Educ. / Training:

Continuing Education Requirements

Clearances

Criminal Justice Fingerprint/Background Clearance

FLSA Status

Exempt

Approval Date

Salary Grade

Level 1