



Communications Specialist

Purpose Statement

The job of Communications Specialist is done for the purpose/s of developing, coordinating and implementing a social media and communications plan for Provo City School District including giving assistance in all aspects of public information and community relations. Responsibilities include developing strong relationships with the district employees; overseeing the district's social media and website content calendars; creating, coordinating and scheduling social media content; and using analytics and data to address the district's use of social media.

This job reports to Director of Communications

Essential Functions

Assists with Employee and Community Newsletters for the purpose of communicating District educational efforts in a timely and adequate manner.

Captures and analyzes appropriate social media campaign data/metrics for the purpose of providing insights, actionable optimization recommendations and best practices highlighting the successes of the District social media initiatives.

Creates and executes day-to-day social media initiatives, including writing and posting diverse content and developing opportunities for engagement on the platform for the purpose of sharing information in a timely and professional manner.

Facilitates the posting and engagement on all District social channels (e.g. Facebook, Twitter, Instagram, YouTube, etc.) for the purpose of communicating clearly and effectively with community, employees and students.

Maintains cross-platform editorial calendar for the purpose of scheduling posts and setting project deadlines.

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

Support department with Foundation responsibilities 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.

Collaborates with other departments to help them communicate to public using social media for the purpose of providing insight to all patrons on district wide initiatives.

Identifies community insights and spots trends to inform content strategy and recommendations for the purpose of providing information to District patrons in a professional and knowledgeable manner.

Moderates all user-generated content as it relates to the district for the purpose of maintaining a professional and inviting social media environment.

Participates in strategy development with cross-functional team members for the purpose of delivering integrated programs and fulfilling the initiatives and responsibilities of the Communication Department.

Supports the strategic development of social media programs and builds out creative programs (e.g. tips and tricks, best-of, weekly / monthly contests, etc.) for the purpose of empowering and engaging the community in meaningful and engaging discussion.

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: Excellent writing skills and experience drafting social posts, working with editorial and content calendars; a passion for storytelling through multiple media types, both visual and written; Creative thinker who loves working in a team environment; Excellent interpersonal communication skills, articulately presenting and selling your ideas.

KNOWLEDGE is required to perform basic math; read a variety of manuals, write documents following prescribed formats, and/or present information to others; and understand multi-step written and oral instructions. Specific knowledge based competencies required to satisfactorily perform the functions of the job include: concepts of grammar, spelling and punctuation; keyboarding; knowledge of community resources; office application software; office equipment and technology.

ABILITY is required to schedule activities and/or meetings; gather and/or collate data; and use job-related equipment. Flexibility is required to work with others; work with data utilizing defined and similar processes; and operate equipment using standardized methods. Ability is also required to work with a diversity of individuals; work with similar types of data; and utilize job-related equipment. Problem solving with data may require independent interpretation; and problem solving with equipment is limited to moderate. Specific ability based competencies required to satisfactorily perform the functions of the job include: accuracy and attention to detail; adapting to changing work priorities; communicating with diverse groups; meeting deadlines and schedules; multitasking; organizing tasks; working as part of a team; working with detailed information/data; working with frequent interruptions.

Responsibility

Responsibilities include: working under direct supervision using standardized procedures; providing information and/or advising 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, and significant 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

Valid Drivers License and evidence of insurability

Continuing Educ. / Training:

Clearances

Criminal Justice Fingerprint/Background Clearance

FLSA Status

Exempt

Approval Date

12/13/2021

Salary Grade

Level 1