

JOB DESCRIPTION

TITLE COMMUNICATIONS SPECIALIST

QUALIFICATIONS

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

Education/ Experience	Associate's degree or equivalent from a two-year college or technical school and six months to one year related experience and/or training; or equivalent combination of education and experience. Computer skills required (e.g., ability to use email).
Language Skills	Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from administrators, employees and the general public.
Mathematical Skills	Ability to work with mathematical concepts such as probability and statistical inference, and fundamentals of geometry. Ability to apply concepts such as fractions, percentages, ratios, and proportions to practical situations.
Certificate/License	N/A
Reasoning Ability	Ability to define problems, collect data, establish facts, and draw valid conclusions. Ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables.
Physical Demands	The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is required to sit, talk and hear; stand and walk; use hands to finger, handle, or feel; reach with hands and arms. The employee occasionally lifts and/or moves up to 10 pounds. Specific vision ability required by this job includes close vision, distance vision, and the ability to adjust focus. The employee shall remain free of any alcohol or non-prescribed controlled substance in the workplace throughout his/her employment by the District.

Work Environment The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is usually moderate.

REPORTS TO Supervisor, Communications Services

GENERAL RESPONSIBILITIES

1. Assists the Executive Director of Communications Services and the Supervisor, Communications Services as they serve as official liaisons with all news media representatives relative to activities, events, and/or circumstances involving the district.
2. Helps with the implementation of a broad scope public information program to effectively serve local citizens and other interested individuals, organizations, institutions and the news media with accurate, timely and complete information concerning the district.
3. Maintains an open line of communication with district administrative center staff and building principals.
4. Assists with promotion of internal and external public and community relations information systems for CCPS to secure maximum print and electronic news media exposure for all-important accomplishments and newsworthy events of the district.
5. Maintains public and employee confidence by keeping all information dealt with confidential.
6. Exercises initiative and judgment within as assigned scope of authority and assumes responsibility with minimal supervision.

SPECIFIC RESPONSIBILITIES

1. Assists with the District's Public Records Request process.
2. Takes the lead role in processing a Public Records Request when appropriate.
3. Coordinates and follows through with news media inquiries and news media requests for interviews with appropriate district and school staff.
4. Organizes activity and event information received from schools and schedules it for release to the media.
5. Writes and sends news releases and media advisories including listing of news media photo opportunities.
6. Writes newspaper columns weekly for the two *Collier Citizen* newspapers (North and South) and the *Immokalee Bulletin*.

7. Writes scripts for use in videos or in TV programming produced for The Education Channel.
8. Performs voiceover work as needed voicing news scripts, video scripts, promotional announcements or public service announcements.
9. Performs on camera in studio or on location as a host, co-host or interviewer on TV programming produced for The Education Channel (*live* or videotaped). Duties to include conducting of interviews as well as doing appropriate intros including stand ups.
10. Assists with production of TV programs for The Education Channel as needed including operation of studio cameras and teleprompter.
11. Operates video camera on location, traveling to any of the school district's schools or other locations, to acquire footage of school events or student activities scheduled at schools. Operates video camera on location to record interviews done by other staff members.
12. Handles post-production duties: Edits video and produces video packages/productions using footage he/she acquires, footage acquired by someone else, or archived footage. End result of the post-production process may be used on The Education Channel, or may be duplicated for distribution to schools.
13. Assists with the *live* telecasting of School Board Meetings and Workshops and selected events held in the School Board Meeting Room that may be telecast *live* on The Education Channel, or may be duplicated for distribution to schools.
14. Assists with preparation of and presentation of School Board Meeting Recognition & Resolution items as requested.
15. Performs other duties as assigned.