

COMMUNICATIONS SPECIALIST
(Albany School District)

DISTINGUISHING FEATURES OF THE CLASS: Under supervision of the Assistant Public Information Officer, the incumbent is responsible for writing and editing general copy for brochures, postcards, flyers, and other print and electronic communications including the district website and social media. The incumbent must also assist with photography of people and events and with the coordination of professional photography and videography as needed. Attendance at board and community meetings is also necessary as well as seeking opportunity to further relationships between the district and parents, community groups, businesses, and educational institutions.

TYPICAL WORK ACTIVITIES: (Illustrative Only)

- Writes and edits articles for the district's website and quarterly external newsletter;
- Assists with updating general information on the district's website;
- Compiles information, writing and editing for the annual school calendar;
- Writes and edits general copy for brochures, postcards, flyers and other print and electronic communications;
- Photographs people and events;
- Writes and edits news releases, media advisories and other media-related materials;
- Researches questions and obtaining information from appropriate district personnel in response to media inquiries;
- Assists with maintaining media contact database;
- Assists with planning and organization of community events and meetings, including outreach to community members, business and community leaders;
- Assists with the development of materials for public meetings and events;
- Attends board and community meetings as necessary and seeks opportunities to further the district's relationships with families, community groups, businesses, educational institutions, etc.;
- Performs general administrative duties such as typing, filing, answering telephone calls, photocopying, purchasing, etc.;
- Assists with the development and execution of new communications and community relations tactics in line with the district's strategic plan;
- Assists with the coordination of professional photography and videography, as needed;
- Performs related work as required.

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:

- Working knowledge of the principles, terminology and techniques of publicity promotion, public relations, journalism and communications media;

- Working knowledge of computer applications such as Microsoft Office (i.e. Word, FrontPage, PowerPoint, and Excel);
- Working knowledge of desktop publishing, layout and graphic design (use of space, fonts, graphics, photos, etc.);
- Working knowledge of digital camera use;
- Skill in writing and editing communications and marketing materials (newsletter and website articles, brochures, etc.);
- Ability to proof-read and edit written materials;
- Ability to communicate effectively, both orally and in writing;
- Good organizational skills and detail orientated;
- Tact and courtesy;
- Good knowledge of personal computers and office equipment;
- Physical condition commensurate with the demands of the position.

MINIMUM QUALIFICATIONS:

- A) Graduation from a regionally accredited or NYS registered college or university or one accredited by the NYS Board of Regents to grant degrees with a Bachelor's Degree (or higher) in Journalism, English or related field **and** five (5) years full-time paid experience in communications, media, public relations, marketing, or a closely related field; **OR**
- B) Graduation from a regionally accredited or New York State registered college or one accredited by the New York State Board of Regents to grant degrees with a Associate's Degree in Journalism, English or related field **and** seven (7) years full-time paid experience as defined by the limits of (A) above; **OR**
- C) Any equivalent combination of training and experience as defined by the limits of (A) and (B) above.

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