

PROFESSIONAL STAFF POSITIONS

POSITION:	COMMUNICATIONS SPECIALIST
REPORTS TO:	Senior Manager, Communications & Community Relations
DATE:	December 2022
LOCATION:	District Education Office

CORE FUNCTION:

Under the direction of senior manager, communications & community relations, the communications specialist is responsible for supporting public relations, media relations, strategic communications and general communications work in the school district. The communication specialist participates in the development and implementation of district communication plans and initiatives to promote district programs, services, events and accomplishments. The specialist supports the senior manager role and steps into the acting role as necessary.

RESPONSIBILITIES:

- 1) Proactively identifies, writes, films, and prepares for publication (edits and finalizes) success stories that highlight district programs and student, staff, and district achievements.
- 2) Produces and manages content for the district website and social media channels (e.g. Twitter, Facebook, Instagram, YouTube) to provide accurate and timely information about district news, programs, services, events, and achievements.
- 3) Writes, edits, designs, and disseminates information and materials that are easily understood, accurate, and delivered in a timely fashion (including newsletters, news releases, reports, marketing collateral, and other district communications).
- 4) Assists with daily media and social media monitoring, helping to identify potential issues (both locally and provincially) and reputational risks before they arise. Recommends risk management strategies and provides support for their implementation.
- 5) Assists with the development of online surveys, data analysis, and survey summary reports.
- 6) Helps organize and host workshops, meetings, ceremonies, milestone celebrations, and other public engagement events. Photographs such events as needed.
- 7) Assists in the development and execution of internal and external strategic communications plans, marketing plans, and campaigns.
- 8) Participates in the planning, development and implementation of a variety of confidential initiatives for senior team and the Board of Education. This includes working with various sources of financial information, senior team recommendations, and other sensitive materials pertaining to the funding of staff and/or increases or reductions in staff allocations for the district's budget processes.

- 9) Assists with early identification, analysis, and prioritization of issues affecting the school district. Helps coordinate and execute communications strategies to respond to issues identified.
- 10) Assists with responding to media inquiries. Develops and maintains positive working relationships with media.
- 11) During an emergency, the communications specialist assists with crisis communications including strategic messaging, media relations, and supporting the assigned spokesperson.
- 12) The communications specialist assumes acting responsibilities of the senior manager as necessary.
- 13) Keeps current with communications best practices.
- 14) Performs other related duties as required.

QUALIFICATIONS AND SKILLS:

- 1) Bachelor's degree in English, Communications, Public Relations, Journalism or related field from a recognized institution.
- 2) Experience in multi-platform writing and editing for diverse audiences, combined with excellent verbal and written communication skills in English.
- 3) Proficiency with Adobe InDesign, Adobe Photoshop, Adobe Premiere Pro, and Adobe After Effects in a MacOS environment.
- 4) Familiarity with content management systems.
- 5) Strong attention to detail and a drive to produce high-quality work.
- 6) Good understanding of communications and community engagement practices.
- 7) Team player with solid organizational skills, problem solving skills and multitasking abilities.
- 8) Ability to exercise sound judgment, tact, and diplomacy in processing sensitive and/or confidential matters and materials.
- 9) Ability to remain calm in a crisis and to work effectively in a fast-paced environment.
- 10) Self-starter with the ability to work autonomously with minimal supervision.

*Job Description revised December 2022
Compensation reviewed by BCPSEA May 2016
Exempt Pay Band 3*