

Shelby County Schools Position Description Communications Specialist

Minimum Qualifications and Training

- Bachelor's degree in the area of communications, journalism or public relations preferred
- Strong written and verbal skills required
- At least three (3) years of progressively responsible experience in the area of communications, public relations or a related field required
- Experience in the field of education and familiarity with current trends in education desirable
- Proficient in the use of computer applications including word processing, spreadsheets and databases
- Such alternatives to the above qualifications as the Superintendent may find appropriate or acceptable

Goals: To advance the goals and objectives of Shelby County Schools through clear, consistent, reliable communication to district stakeholders as appropriate. Informs and responds to media requests by providing correct and timely information impacting the school system.

Job Responsibilities:

- Works closely with the Director of Communication in establishing and maintaining effective working relationships with all media
- Disseminates informational materials to pertinent publics through the media.
- Assists in the development and dissemination of information pertinent to stakeholders
- Assists the Director of Communication in developing internal and external communication strategies and messages
- Prepares responses to information requests concerning policies and activities of the school system.
- Develops multi-media presentational material
- Maintains an up to date knowledge of multimedia presentation technology.
- Assists with Identifying areas to be addressed in presentation campaigns, characteristics and needs of the target audience, and appropriate communication techniques.
- Performs other duties as needed or requested by the Superintendent or the Director of Communications.

The Communications Specialist maintains a forty-hour (40) workweek and works additional hours as required to carry out all of the duties and responsibilities of the position. This is a twelve (12) month position.