

## **Killeen Independent School District Job Description**

**Job Title:** Communications Specialist  
**Reports To:** Chief Communications & Marketing Officer  
**FLSA Status:** Exempt

### **SUMMARY**

Assists management with communications, social media, graphic design, and marketing materials to effectively represent the district's programs and services to students, parents, and community.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES** include the following:

Meets with appropriate administrators to discuss marketing needs and participates as a member of the communications team.

Develops and utilizes marketing tools to increase awareness of the district and its initiatives/successes.

Update and manage district's social media accounts.

Manage official district logos for internal and external use.

Develops data gathering instruments such as surveys and questionnaires and interpret results of such studies using current software and other available tools and services.

Develops reports on the successes of various marketing and media efforts and activities.

Design and compile information for district's annual report, back to school, summer and directory communication.

Maintain internal district coverage requests and forwards to appropriate communications team member.

Generates internal story ideas, gathers information, takes photographs, writes stories for publication, and social media.

Maintain editorial calendar graphics and schedule posts on social media platforms.

Compile and maintain stock images for Communications department use.

Assists with all aspects of district special events.

Attends board meetings regularly and assist in making presentations to the board.

Participates in professional development activities to maintain current knowledge of graphic design, marketing, and advertising.

Maintains district records, adhering to all policies set forth by the district for records maintenance and learning the records retention schedule for department records.

Performs other duties as assigned.

### **SUPERVISORY RESPONSIBILITIES**

This job has no supervisory responsibilities.

### **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.

**EDUCATION and/or EXPERIENCE**

Bachelor's degree in journalism, communications, public relations, or related field. Successful marketing and/or advertising experience in public education preferred.

**MENTAL DEMANDS/PHYSICAL DEMANDS/ENVIRONMENTAL FACTORS**

**Tools/Equipment Used:** Standard office equipment including personal computer (PC), peripherals and video/instructional equipment

**Posture:** Prolonged sitting; occasional bending/stooping, pushing/pulling, and twisting

**Motion:** Repetitive hand motions, frequent keyboarding and use of mouse; occasional reaching

**Lifting:** Occasional light lifting and carrying (less than 15 pounds)

**Environment:** Frequent districtwide travel; work schedule extends to evening and weekends, frequently

**Mental Demands:** Work with frequent interruptions; maintain emotional control under stress

**Revised Date:** June 18, 2020

The foregoing statements describe the general purpose and responsibilities assigned to this job and are not an exhaustive list of all responsibilities, duties, and skills that may be required.