

Job Description

Job Title:	Bond Communications Specialist	Job Code:	3325
Job Family:	Non Certified	FLSA Status:	Ex-A
Pay Program:	Administrative	Pay Range:	L07
Prepared/Revised Date:	November 2016	Work Year:	12 months

SUMMARY: Responsible for developing and delivering bond-related communication plans, resources and tools, and coordinating communication activities for internal and external stakeholders. Provide strategic advice and counsel on communication strategies to district, department and school leadership. Responsible for the clear, timely and accurate dissemination of information. Develop and promote good community relations among various community and school clientele, and local media to include organizing and facilitating community engagement processes related to the implementation of bond projects and the evaluation of long-term facility needs.

This position is funded by 2016 bond proceeds and is anticipated to be funded for 5 plus years.

ESSENTIAL DUTIES AND RESPONSIBILITIES: *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.*

Job Tasks Descriptions	Frequency	% of Time
1. Develop and implement communication/marketing plans for key bond projects and bond-related initiatives. Provide strategic advice and counsel on communication strategies to district, department and school leadership.	D	30%
2. Create and produce informational materials regarding the bond program such as newsletters, press releases, brochures, fact sheets, annual reports, presentations, and other materials as required. Develop and maintain a bond-specific website for accurate and timely information related to the bond program. Communicate complex ideas, programs, systems and processes in easy-to-understand language through a wide variety of communication vehicles including social media.	D	30%
3. Respond to inquiries to the Superintendent's Office, Communications Services and Business Services.	D	3%
4. In partnership with Facilities and other district departments, organize and facilitate community engagement processes related to the implementation of bond projects and the evaluation of long-term facility needs. Engagement activities include community meetings, groundbreakings, grand openings and open house events. Prepare bond-related communications for the Long Range Planning Advisory Committee (LRPAC).	W	20%
5. Prepare and distribute all bond-related media releases and manage bond-related media requests.	W	5%
6. Take photographs/video for use in bond publications and on the website.	M	4%
7. Support the communications services team in its incident response duties.	M	3%
8. Perform other duties as assigned.	Ongoing	5%
TOTAL		100%

EDUCATION AND RELATED WORK EXPERIENCE:

- Bachelor's degree in journalism, communications, marketing, public relations or related field.
- Minimum of three (3) years related experience.
- Experience in video production preferred.
- Computer operating skills using application software including MS Word, Excel and PowerPoint; and Adobe CS.

LICENSES, REGISTRATIONS or CERTIFICATIONS:

- Valid Colorado driver's license.
- Criminal background check required for hire.
- Ability to travel among school and community locations.
- Accredited in Public Relations, preferred.

TECHNICAL SKILLS, KNOWLEDGE & ABILITIES:

- Demonstrated mastery of public relations techniques and strategies, including the development of communication and public relations plans.
- Knowledgeable in the effective use of graphic elements such as typeface combinations and graphic placement.
- Excellent verbal and written communication skills, including public speaking and news interview abilities, and strong proofreading/editing skills.
- Excellent customer service skills.
- Competence, experience and knowledge of media relations practices.
- Ability to communicate complex ideas, programs, systems and processes in easy-to-understand language.
- Evidence of organizational, planning and time management skills, including meeting strict deadlines.
- Ability to demonstrate consistent work ethic and respect necessary to maintain a cooperative and cohesive work environment.
- Ability to promote and follow Board of Education policies, District policies, building and department procedures.
- Ability to communicate, interact and work effectively and cooperatively with all people, including those from diverse ethnic and educational backgrounds. Willingness to contribute to cultural diversity for educational enrichment.
- Ability to recognize the importance of safety in the workplace, follow safety rules, practice safe work habits, utilize appropriate safety equipment and report unsafe conditions to the appropriate administrator.
- Ability to keep up-to-date technically and apply new knowledge to your job. Includes adapting to and mastering new system applications and processes as implemented by the district or department.
- Ability to stay abreast of professional practices in the field of communications and public relations.

MATERIALS AND EQUIPMENT OPERATING KNOWLEDGE:

- Normal office equipment such as personal computer, printer, copier, fax, phone system, e-mail.
- Operating knowledge of district information technology systems and any other department specific software and equipment required within 2 months after entering position.

REPORTING RELATIONSHIPS & DIRECTION/GUIDANCE:

	POSITION TITLE	JOB CODE
Reports to:	Communications Director	110615

	POSITION TITLE	# of EMPLOYEES	JOB CODE
Direct reports:	None		

OTHER: This position may, on occasion, need to flex their hours to accommodate certain project deadlines, crisis communications and/or media relations. Required to carry a cell phone and respond within an appropriate amount of time.

PHYSICAL REQUIREMENTS & WORKING CONDITIONS: *The physical demands, work environment factors and mental functions described below 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.*

PHYSICAL ACTIVITIES:	Amount of Time			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Stand		X		
Walk		X		
Sit			X	
Use hands to finger, handle or feed				X
Reach with hands and arms			X	
Climb or balance	X			
Stoop, kneel, crouch, or crawl	X			
Talk			X	
Hear			X	
Taste	X			
Smell	X			

WEIGHT and FORCE DEMANDS:	Amount of Time			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Up to 10 pounds			X	
Up to 25 pounds			X	

Up to 50 pounds		X		
Up to 100 pounds	X			
More than 100 pounds	X			

MENTAL FUNCTIONS:	Amount of Time			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Compare			X	
Analyze			X	
Communicate				X
Copy		X		
Coordinate				X
Instruct		X		
Compute		X		
Synthesize				X
Evaluate			X	
Interpersonal Skills				X
Compile			X	
Negotiate		X		

WORK ENVIRONMENT:	Amount of Time			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Wet or humid conditions (non-weather)	X			
Work near moving mechanical parts	X			
Work in high, precarious places	X			
Fumes or airborne particles	X			
Toxic or caustic chemicals	X			
Outdoor weather conditions		X		
Extreme cold (non-weather)	X			
Extreme heat (non-weather)	X			
Risk of electrical shock	X			
Work with explosives	X			
Risk of radiation	X			
Vibration	X			

VISION DEMANDS:	Required
No special vision requirements.	
Close vision (clear vision at 20 inches or less)	X
Distance vision (clear vision at 20 feet or more)	X
Color vision (ability to identify and distinguish colors)	X
Peripheral vision	
Depth perception	
Ability to adjust focus	X

NOISE LEVEL:	Exposure Level
Very quiet	
Quiet	
Moderate	X
Loud	
Very Loud	