



# IRVINE UNIFIED SCHOOL DISTRICT

## COMMUNICATION SPECIALIST II

### DEFINITION

Under the direction of the Public Information Officer, the Communications Specialist II performs a wide variety of communication-related tasks to support IUSD communication goals and priorities. This position helps manage social media sites; provides communications counsel to internal IUSD clients, monitors media and social media; produces and edits written communications; assists with posting, updating and maintaining various webpages and content on the District's website; and provides media relations support.

### Distinguishing Characteristics

- Communication Specialist II- performs increasingly complex work and tasks that support IUSD communication goals and priorities. This position helps manage social media sites; provides communications counsel to internal IUSD clients, monitors media and social media; produces and edits written communications; assists with posting, updating and maintaining various webpages and content on the District's website; and provides media relations support. Communication Specialist I is an entry-level position that provides social media support; assists with posting, updating and maintaining website content; produces and edits written communications and provides entry-level media relations support.

### ESSENTIAL DUTIES AND RESPONSIBILITIES

- Meet with various internal District clients to provide communications counsel and support, including developing communication plans, strategies campaigns.
- Supports social media management, including strategic planning, branding and marketing, writing and posting engaging content, and develops related graphics, images and/or videos.
- Oversees Social media and media monitoring.
- Creates graphics, takes photos, produces and edits social media videos.
- Drafts compelling written communications, including news and feature stories for IUSD's NewsFlash, website content, e-newsletter, press releases, talking points, reports and correspondence.
- Posts, updates and maintains Communications and Superintendent's Office website content.
- Provides media relations support, including research for media inquiries.
- Maintains the District's media contact list and other distribution list for key stakeholders.
- Supports the implementation of IUSD's annual communications plan and related initiatives, key messages and programs.
- Provides support for various District events such as the State of the District, groundbreakings, dedications and occasionally Board of Education meetings.

### QUALIFICATIONS GUIDE

#### Knowledge of:

- Must have a strong understanding of public relations and/or public affairs, along with community engagement techniques. Minimum three years previous related experience preferred.
- Familiarity with the local media outlets, including print, web, TV and radio.
- Correct English language usage, including, grammar, spelling, punctuation and vocabulary.
- Customer service skills via email, telephone, social media and in person communications.
- Research skills and familiarity with methods of collecting and organizing data and information.
- Technical knowledge and ability with Google suite; Microsoft Word, Excel, PowerPoint; web management tools and resources; and social media platforms. Adobe Design programs (Photoshop, InDesign, etc.), and video editing software and programs not required but a plus.

#### Ability to:

- Be a team player, who is a self-starter and can work independently, while advancing established communication goals and priorities.
- Establish and maintain effective working relationships with administrators, supervisors, school personnel, various stakeholders and the public.

- Communicate effectively both orally and in writing.
- Maintain records and prepare reports.
- Demonstrate effective interpersonal skills using tact, patience and courtesy.
- Communicate effectively both orally and in writing.
- Maintain records and prepare reports.

**EDUCATION/EXPERIENCE**

Any combination equivalent to: College Graduate and Three years of relevant work experience preferred. Bachelor's Degree in journalism, communications, public relations, or political science preferred.

**PHYSICAL DEMANDS**

The physical demands described here 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.

- Dexterity of hands and fingers to operate a computer keyboard.
- Seeing to read a variety of materials.
- Hearing and speaking to exchange information.
- Sitting for extended periods of time.
- Lifting, carrying, pushing and pulling light objects up to 10 pounds.

**WORK ENVIRONMENT**

Indoor/office environment with the ability to visit IUSD schools and other sites as needed. The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is usually moderate.