COMMUNICATION ASSISTANT

DEFINITION:
Under the direction of the Public Information Officer, the Communications Assistant performs a wide variety of communication-related tasks to support IUSD communication goals and priorities. This entry-level position 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 include the following. Other duties may be assigned.
- Provides social media support, including monitoring, posting content, engaging with District stakeholders and developing short videos and/or photos and graphics.
- Produces and edits written communications including news briefs related to District and school site news for IUSD’s NewsFlash and Around the District, correspondence, website content, newsletters, press releases, and other materials as needed.
- Assists with posting, updating and maintaining website content.
- Supports special District events such as the State of the District, groundbreakings, dedications and occasionally Board of Education Meetings.
- Provides entry-level media relations support, including maintaining media contact list and research for media inquiries.

QUALIFICATIONS GUIDE

Knowledge of:
- Must have a solid understanding of public relations and public affairs, along with community engagement techniques.
- Familiarity with the local media.
- 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:
- Establish and maintain effective working relationships with administrators, supervisors, school personnel, various stakeholders and the general public.
- 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: Graduation from high school. One year of relevant work experience. 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 school and other sites. 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.

New Position: 10/2019