



ORANGE COUNTY SCHOOLS

POSITION DESCRIPTION

POSITION TITLE	Communications Specialist
SCHOOL/DEPARTMENT	Communications
SALARY	Pay Grade 72 (range \$4112.00-\$5955.00)
FLSA STATUS	Exempt
REPORTS TO	Public Information and Community Engagement Officer
SUPERVISES	
WORK WEEK SCHEDULE	Monday - Friday; Must be able to work evenings and some weekends
WORK HOURS	40 Minimum
NUMBER OF MONTHS PER YEAR	12

POSITION PURPOSE:

The Communications Specialist, under the direction of the Public Information and Community Engagement Officer, supports student success by supporting district communications and public relations while ensuring that strategies are aligned with the district vision, mission, goals, and strategic plan. Functions of the Communications Specialist includes support for district-level internal and external communications, public and community engagement events, provide all district-level graphic design services, and collaboration with other staff members to ensure communication needs for district wide initiatives are met. The work of the Communications Specialist is intended to promote district, school, and student success by building community support and confidence in the Orange County School District; this includes daily communication and support for the district's translation services.

A. Education, Training and Experience:

- **Professional Preparation and Experience:**
 - A bachelor's degree from an accredited university in Education Administration, Public Relations, Communications, Marketing, or another related field.
 - Demonstrated successful experience in a public relations role such as marketing, communications, or another related field.
 - Demonstrated successful experience in communications including verbal, written, and via social media platforms.
 - Demonstrated successful experience in graphic design for the purpose of communicating with and engaging families, students and staff via social media platforms. Moreover, successful experience providing graphic design services for district-level communications. This includes experience with the full Adobe Suite.
- **Preferred Qualifications:**
 - Three (3) to five (5) years of progressively responsible experience in public relations and communications.
 - Strong background in the effective use of social media, computer technology, website design, marketing and publications, and data analytics for the purpose of continuous improvement.
 - Knowledge, experience, and advocacy for public education.
- **Certification and Licensure Requirements:**
 - Must possess a valid driver's license issued by the North Carolina Department of Motor Vehicles.

B. Abilities and Aptitudes:

- Understanding of and commitment to the role and social responsibility of public relations and communications for all educational institutions, organizations, and agencies in a democratic society.
- Commitment to improving educational opportunities for all.
- Commitment to professional performance and ethical behavior as described in the National School Public Relations Association's Ethics for Educational Public Relations.
- Comprehensive working knowledge of internal and external public relations and communications programs for an educational organization.
- Demonstrated success working collaboratively with community partners.
- Demonstrated ability to appropriately communicate with students, teachers, parents, and members of the community.
- Proven record of working well in a team-environment.
- Mastery of communications skills, including new media and social media.
- Mastery of written communication including the development of press releases and editorial content.
- Thorough knowledge and understanding of communications theory and research.
- Demonstrated ability to work well with others from diverse backgrounds while focusing on solving conflict; maintaining confidentiality; listening to others without interrupting; keeping

- emotions under control; remaining open to others' ideas and contributing to building a positive team spirit.
- Demonstrated ability to problem solve, prioritize, and multi-task.
 - Demonstrated ability to present information and material to small and large groups.
 - Demonstrated ability to write reports and correspondence.
 - Demonstrated ability to identify, brainstorm, and research key issues in public schools and provide well-reasoned recommendations for best policy solutions specific to public relations and communications.

C. Roles and Responsibilities:

- Supporting the Public Information and Community Engagement Officer in maintaining core messaging about the district and our values and ensure consistent branding and communication.
- Preparing press releases, FAQs, articles, social media posts, and other materials for public consumption.
- Maintaining good working relationships with media organizations.
- Supporting various teams to organize and host public events and promotions.
- Researching topics in education affecting the U.S. school system or from comparable international educational systems.
- Assisting with social media accounts to include regular posts, responding to stakeholders, and development of monthly data analytics reports of all OCS social media platforms.
- Provide regular, ongoing support to the district's translation services office.
- Performs other related duties as assigned by the Public Information and Community Engagement Officer.

D. Specific Program Roles and Responsibilities:

- **Communications:**
 - Provide district-level and program-level written communications on a timely, ongoing basis.
 - Facilitate and lead meetings on behalf of the district. These will be in person and virtually.
 - Write press releases and editorial content for the district's website and social media platforms.
 - Provide support to the district's translations services department and ensure all messages are in English and Spanish.

- **Social Media:**
 - Coordinate social media posts regularly (often daily) on all OCS platforms (Facebook, Twitter, Instagram, LinkedIn)
 - Develop monthly dashboard for all social media outlets to display the data analytics to review with the Public Information and Community Engagement Officer for the purpose of continuous improvement and increased family engagement outcomes.

- **Graphic Design:**
 - Provide graphic design services for district-level communications and social media.
 - Develop branding materials for various OCS initiatives including the OCS Virtual Academy, Remote Learning Version 2.0, ongoing COVID-19 communications, family information sessions, Family Focus Groups, etc.

- **Web Design:**
 - Maintain regular updates on the OCS website.
 - Serve as the point of contact for OCS website information.
 - Provide ongoing support school-based web managers.

- **Switchboard at the Central Office:**
 - Supervise the receptionists for the district’s primary switchboard, including coordination of coverage and scheduling for absences or changes in coverage.

WORKING CONDITIONS	
PHYSICAL DEMANDS	Work is considered light physical work requiring the exertion of up to 20 pounds of force.
WORK ENVIRONMENT	Employees in this position are required to work in indoor and outdoor environments, and come into direct contact with OCS staff, students and the public.
ACKNOWLEDGEMENTS	
The following signatures acknowledge that the supervisor has verified the accuracy of the position description, has discussed position requirements with the employee, and has advised the employee of work performance expectations	
<i>Reviewed by: Employee's Signature</i>	<i>Date</i>
<i>Approval by: Supervisor's Signature</i>	<i>Date</i>
The completed and signed position description shall be maintained at the employee’s work location, shall be reviewed with the employee by his or her immediate supervisor, should be revised as required, and shall serve as the basis for all required evaluations.	

DISCLAIMER: *The above statements are intended to describe the general purpose and responsibilities assigned to this position. They are not intended to contain or be interpreted as a comprehensive inventory of all duties, responsibilities, and skills that may be required of the employees assigned to this position. This description may be revised by the supervisor, with HR review and approval, any time.*