

**POSITION DESCRIPTION  
COLCHESTER SCHOOL DISTRICT**

**POSITION:** Communications Specialist/Administrative Assistant to Superintendent  
**DEPARTMENT:** Central Office  
**REPORTS TO:** Superintendent of Schools  
**CLASSIFICATION:** Non-Exempt (hourly)  
**PURPOSE:** The job of the Communications Specialist/AA is to work with the Superintendent to identify, develop, and implement strategies in communicating and promoting a positive image of our schools and district as well as the Colchester community through various media (e.g., *The Spotlight*, manual and electronic presentations, printed publications, press releases and public service announcements, e-mails, web pages, video, podcasts, social media avenues, local access television, network television, radio programming, etc.) in compliance with the district's vision plan, goals, and objectives. The Communications Specialist directly supports the Superintendent with any and all tasks necessary.

**ESSENTIAL DUTIES & RESPONSIBILITIES:**

- Responsible for all communications that come into or out of the Superintendent's office
- Manages Superintendent's calendar, email communications, phone calls and other necessary logistics
- Provides editing of all school based documents such as monthly newsletter, budget information, memos and more
- Provides meetings support that includes preparing materials, documents, supplies and food if necessary
- Provides clerical support and attends all school board meetings and retreats
- Responsible for preparing school board agendas, notes and minutes
- Coordinates policy revision, provides and completes research as necessary
- Actively develop, cultivate, and foster positive relationships and networks with contacts within the media and within the community
- Serve as a point of contact for media and public inquiries
- Maintain a high level of accessibility, visibility, and accountability in each of the schools
- Develop and implement proactive community outreach strategies and communication programs to enhance the district's and the community's reputation and visibility
- Provide frequent and sincere communication to community members by preparing and widely disseminating tailored informational and promotional materials about district- and community-related initiatives to a variety of target audiences through diverse methods, including blogs, e-mail, websites, Facebook pages, Twitter feeds, podcasts, videos, Front Porch Forum, School Messenger integrated notification system, local access television, network television, radio programming, newsletters, newspapers, fliers/brochures, press releases, and so on
- Actively seek to highlight and promulgate the district's and the community's programs, activities, and achievements
- Write and edit all content for the district's blog, *The Spotlight*
- Write schools' page content for the *Colchester Sun*
- Responsible for composing employee appreciation videos, website videos and new employee training website and videos
- Ensure compliance with FEPPA legislation
- Design/create and/or edit a wide variety of written and audiovisual materials
- Regularly identify, learn, implement, and remain current with new communications technologies, strategies, and best practices
- Research topics to facilitate accurate information dissemination
- Develop and deliver presentations

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- Train and mentor employees in communications strategies
- Write and maintain a communications plan and communications protocols
- Write and disseminate sensitive emergency communications, as necessary
- Actively participate in crisis preparedness and management efforts
- Identify gaps in communications strategy and develop solutions
- Represent the district in various situations, as required
- Collaborate proactively and extensively within the district and the Town
- Conduct interviews with students, staff, and community members, as necessary
- Collaborate with state, local, and national organizations, as necessary
- Exhibit commitment to Colchester School District's Vision and Strategic Plan

**Job Knowledge, Skills, and Abilities:**

- Knowledge of the structure and content of the English language, including the definitions and spellings of words and mechanical considerations of text, such as syntax, grammar, spelling, capitalization, hyphenation, number treatment, use of abbreviations, citation format, correctness of punctuation, and structural consistency, as well as substantive considerations of text, such as presentation and organization, smoothness, elimination of ambiguity, and simplification
- Exceptional written and oral communication skills, including the ability to write business correspondence, newsletters, promotional materials, and procedural manuals/documentation
- Ability to communicate information and ideas in writing in a way that others will readily understand
- Ability to calmly, effectively, and quickly respond to all inquiries and concerns
- Strong organizational skills
- Ability to meet tight deadlines
- Ability to manage multiple, simultaneous projects
- Ability to effectively and meaningfully research a wide variety of topics and incorporate information into communications
- Ability to troubleshoot a variety of basic technical issues with equipment and software
- Ability to learn and implement new software, as necessary
- Ability to speak clearly so as to be readily understood by others
- Strong, positive interpersonal skills
- Ability to verbally address groups
- High level of accuracy and attention to detail

**TOOLS/TECHNOLOGY REQUIREMENTS:**

Blogging platform (WordPress), Presentation software (Microsoft PowerPoint), Graphic design software (Adobe Illustrator), Desktop publishing software (Adobe Acrobat, Microsoft Publisher), Digital camera, Photo-editing software (Adobe Photoshop, GIMP, etc.), Video camera, Video-editing software (Adobe Premiere), Database software (Microsoft Access, online subscription databases, etc.), Electronic mail software (Microsoft Outlook), Word-processing software (Microsoft Word), Social media tools (Facebook, Front Porch Forum, Twitter, etc.), Calculators or accessories, Desktop/laptop computers, Facsimile machines, Photocopiers, Calendar and scheduling software (Outlook), Google (Calendar, Sheets, Forms, Docs), Spreadsheet software (Microsoft Excel), Scanners, Internet browser software

**QUALIFICATIONS:** To perform this job successfully, an individual must be able to perform each essential duty satisfactorily, in addition to the following:

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- Bachelor's degree in English, communications, journalism, public relations, or a related field or equivalent related experience

**PHYSICAL/MENTAL DEMANDS:**

- Must be able to move files weighing up to twenty-five (25) pounds
- Must be able to remain in a stationary position 95 percent of the time
- Must be able to move around the office to access file cabinets, office machinery, deliver files, attend meetings, greet visitors, etc.
- Must be able to photograph and/or film events in a variety of locations and under a variety of climatic conditions
- Must be able to work effectively with a wide variety of personality types
- Must be able to constructively both accept and offer sometimes difficult feedback

**WORKING CONDITIONS:**

Work is performed both inside and outside (outside work is performed in variable weather conditions, including heat, cold, wind, snow, and rain). Inside work is normally performed in a climate-controlled, shared office environment, with very limited exposure to extreme heat/cold, poor ventilation, fumes, and gases. Noise level is moderate and includes sounds of normal office equipment (computers, telephones, etc.). No known environmental hazards are encountered in normal performance of job duties. Work requires a flexible schedule, including early mornings, evenings, and weekends, as necessary.

This job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities that are required of the employee.