



## Sioux Falls School District 49-5

### JOB DESCRIPTION

**DEPARTMENT:**

**SUPERINTENDENT**

**JOB TITLE:**

**COMMUNICATIONS SPECIALIST  
(Specialist, 12 month; Level N)**

**REQUIREMENTS:**

**A. Education Level:**

B.A. or B.S. in Broadcast Journalism,  
Mass Communications, or a related field

**B. Experience Desired:**

A minimum of three years experience writing  
and producing video communications.

**C. Physical Requirements:**

Travel to various school locations using personal car  
is required. Sitting, standing, walking, talking,  
writing, bending, lifting, and stooping are required.  
Evening and occasional weekend work required.

**D. Other Requirements:**

Strong verbal and written communication skills.  
Effective interpersonal and organizational  
skills. Demonstrated knowledge of current trends in  
communication technologies as well as public  
relations principles and practices. Computer literacy  
in software related to the dissemination of  
information. Valid driver's license.

**REPORTS TO:**

Community Relations Supervisor

**DATE:**

Revised 2016

**ESSENTIAL DUTIES AND FUNCTIONS:**

1. Researches, writes, and produces original and assigned print and video/television programming consistent with the School District's communications plan; including School Board executive summaries, publications, etc.
2. Plans, coordinates, and monitors the School District's on-air cable channel product to support the School District's mission and goals.
3. Facilitates the dissemination of public information via cable technology and related media.
4. Confers with administrators/directors regarding their department needs related to cable TV/video services.

5. Manages District's social media presence, using these tools to promote students, staff and District initiatives.
6. Assists Community Relations Supervisor with implementation of School District's communications plan to reach internal and external audiences using a variety of media.
7. Makes recommendations on equipment purchases for cable TV/video services. Keeps current with changes in cable-related technology.
8. Seeks out and participates in professional growth experiences.
9. Serves on committees as assigned by administration.
10. Performs other job duties as assigned by supervisor.

**WORKING CONDITIONS:**

<b>A. <u>Inside</u></b>	<b><u>Outside</u></b>	<b><u>Both</u></b>
		<b><u>XXX</u></b>

**B. Climatic Environment:**

Some District classrooms and work areas are not climate controlled and are subject to extremes of temperature and humidity.

**C. Hazards:**

Occasionally subjected to electrical and mechanical hazards. Travel between schools will cause exposure to hazardous driving and walking conditions. For some buildings, stairs, chalkdust and exposure to communicable diseases may be a potential hazard.

**I have read and understand this job description and can fulfill the essential functions as listed.**

\_\_\_\_\_  
**Signature**

\_\_\_\_\_  
**Date**

\_\_\_\_\_  
**Print Name**