

Communications Specialist

Division:	District	Status:	Full-Time/Exempt
Department:	Public Information & Marketing	Term:	12 months

General Purpose: Under general supervision, the Communications Specialist will perform a variety of print, video, web, digital and traditional marketing duties to expedite the delivery of the EVIT brand efficiently and effectively. This position will design print and digital materials, promote EVIT on social media channels, shoot and edit photographs and video, and assist the Public Information Officer as needed with research, writing and branding of the East Valley Institute of Technology.

Supervision Received: The Public Information Officer will directly supervise this position.

Essential duties:

- Assist in managing the branding image of the East Valley Institute of Technology as determined by the Public Information Officer.
- Create and design branding materials, photography, videos and social media posts.
- Research and write press releases and articles, and assist Public Information Officer with statistical research as needed.
- Engage in conversations about the East Valley Institute of Technology on SnapChat, Facebook, Twitter, Pinterest, Instagram, YouTube, Google+ and other social media outlets.
- Initiate content ideas and keep up on trending issues in social media.
- As problems occur, quickly identify the issue and seek appropriate responses with the Public Information Officer.
- Work with the Public Information Officer to create and follow through on creative direction.
- Assist Public Information Officer as needed in working with the media.
- Help develop the editorial calendar and brainstorm content with Public Information Officer and the Branding/Social Media Manager.
- Regularly visit classes on EVIT's central campuses to gather information for articles and the EVIT magazine, to shoot photos and videos and to communicate with teachers about how to promote their programs.
- Perform a variety of clerical services including typing correspondence, memos, notices and other materials, as directed by the Supervisor.
- Assist as needed in giving campus tours and hosting campus events.
- Attend meetings and training per requirements of the Supervisor
- Participate on school committees as determined annually.

Minimum Qualifications:

- BA or equivalent experience; **and**
- Two years of experience in graphic and digital design highly desired; **or**
- An equivalent combination of education and experience which provides the required knowledge, skills and abilities to perform the work duties described
- Experience with social media channels preferred
- Experience with video preferred
- Must be passionate and excited about the brand and brand content
- Must be a strategic thinker and enjoy problem solving

- Highly engaged and personable; must be able to create and manage relationships with parents, students and staff.
- Strong written and oral communication skills.
- Highly organized, motivated and self-directed. Must be able to work independently
- Preferable skills in Adobe Photoshop, Adobe InDesign & Microsoft Office Suite
- Must be able to prioritize, manage time and meet deadlines.

Knowledge, skills & abilities:

- Knowledge and understanding of HTML
- Knowledge and understanding of design principles and design software, i.e., Adobe Photoshop and Adobe Illustrator
- Knowledge of modern office practices and procedures, including applicable computer operations and software, i.e. Microsoft Office Suites.
- Knowledge of video equipment and editing software preferred.
- Possesses effective verbal and written communication skills, including good grammar, punctuation and spelling.
- Knowledge of standard office equipment, such as copiers, facsimile machines, scanners, etc. and knowledge of the operation of multiline telephone systems.
- Must be tactful, have good interpersonal skills and sound judgment, and the ability to work independently with minimum supervision
- Ability to work in an environment where there are constant interruptions and changing priorities.
- Ability to establish and maintain cooperative and effective working relationships with students, parents, the general public and staff.
- Ability to work independently and to manage multiple projects simultaneously with minimum supervision to meet schedules and deadlines in a timely manner; ability to deal with stress caused by workload, deadlines and situations as they occur.

Working Conditions:

- This position will work in a clean, well-lit environment in a school setting will work a standard 40-hour work week between the hours of 7:30 a.m. to 4:00 p.m. or 8 a.m. to 4:30 p.m. with a 30-minute lunch break.
- The employee will be eligible for paid Federal, State and District approved holidays during the 12-month working period.
- The employee hired for this position will spend 90% of work hours at a computer workstation with a telephone. Because this position will type at a keyboard for long periods, the employee may be susceptible to eyestrain, back discomfort, and hand and wrist problems.
- The employee may interact with many types of personalities as well as with other individuals, i.e., family members or friends who may be unruly, angry or difficult. All these factors may contribute to a stressful environment.
- Applicable Arizona Statutes pursuant to Title 15 (Education), Title 13 (Criminal) and Title 38 (Public Officers and Employees) prevail. Proof of Immunization (if born on or after January 1, 1957) and fingerprinting shall be required of all employees.

I fully understand the job duties, responsibilities and working conditions that are outlined above and that have been discussed with me by my supervisor on _____.

Employee's Signature

Date

Supervisor's Signature

Date

