

#103885

CCA

DIVISION ADMINISTRATIVE JOB DESCRIPTIONS

POSITION TITLE: COMMUNICATIONS SPECIALIST

REPORTS TO: Assistant Superintendent or Designate

SUPERVISES: N/A

JOB SUMMARY: To develop, implement and evaluate the internal and external communication initiatives and programs for the Division in support of the strategic plan; and to provide communications advice and counsel to Senior Administration, Division staff and the Board regarding communication initiatives.

KEY ACCOUNTABILITIES:

1. To plan, develop, implement and evaluate internal initiatives such as newsletters, campaigns and presentations and external initiatives such as newsletters, publications and press releases in a timely and collaborative manner including writing and editing of such content.
2. To develop communication plans and engage in communications planning as needed in collaboration with senior administration.
3. To oversee website content including providing current updates, developing engaging content and ensuring content is presented in a user-friendly layout; and to provide mentorship related to school websites.
4. To curate, develop content for and monitor SJASD's social media presence, and to maintain the internal web portal and associated media.
5. To manage day-to-day media relations, and to provide advice to senior administration around emergent communication matters.
6. To create design material using illustration, photo editing and layout software, and to obtain and prepare photography for promotional and information purposes.

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7. To oversee the publication of annual reports, brochures and other documents for print or on-line use.
8. To promote special events, programs and initiatives. This may include attending events, taking pictures and gathering information as appropriate.
9. To liaise with outside organizations, including the Scholarship Foundation, on behalf of the Division to support initiatives as needed.
10. To assume other responsibilities as required.

REQUIRED EDUCATION AND EXPERIENCE:

- A Bachelor's degree in Communications, Journalism, or other related discipline
- 3-5 years of related experience
- Experience using a wide range of technology
- Ability to communicate in both official languages is considered an asset
- An equivalent combination of education and experience may be acceptable to the Division.

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