

Narragansett School System

TITLE: Communications Specialist (part-time)

JOB DESCRIPTION:

The Communications Specialist will be supervised by the Superintendent and also work with the central office staff and school administration and office staff. The communications specialist assists district and school administrators in strengthening parent, school, and community relations through regular and timely creation, design, and presentation of communications through print, electronic, and social media.

MINIMUM QUALIFICATIONS:

- Bachelor's Degree in communications, public relations, marketing, advertising, graphic and web design, digital arts, or a related field.
- Experience in writing, graphic design, media relations, social media, e-marketing, or website content management and design.
- Familiarity with a variety of marketing, public relations, and website concepts, best practices, and procedures.
- Experience working with multiple marketing channels.
- Advanced skills in writing, editing, graphic design, word processing software; knowledge of social networks, current, innovative and emerging industry trends; and analytics tools and tactics.
- Excellent organizational skills and attention to detail in writing, proofreading, digital files, and in use of content management systems.
- Excellent oral and written communication skills with the ability to make presentations for staff, media outlets, and community groups.
- Knowledge in the use of audiovisual and photography equipment.
- Ability to learn and apply technical knowledge to update and maintain district website.
- Must possess a valid driver's license.

DUTIES AND RESPONSIBILITIES:

- Produce the school district's monthly e-newsletter (e.g. writes, edits, disseminates, etc.) for the purpose of keeping the public and staff informed.
- Provide a district presence on social media platforms to keep stakeholders informed and to promote the Narragansett Schools.
- Assist in recruiting and retaining students through the enrollment process.
- Provide regular updates to district website for the purpose of keeping stakeholders informed of school district events and activities.
- Write a variety of communications (e.g. press releases, personal interest stories, newsletters, etc.) for the purpose of keeping the media and public informed of school district activities.
- Pitch story ideas to the district and building administrators on a routine basis using information gathered from multiple sources.
- Collaborate with district personnel for the purpose of developing public communication, through press releases, broadcast opportunities, or social media platforms.
- Assist with layout, design and production of website, electronic newsletters and other publications.
- Work with administrators and stakeholders to develop communication strategies.
- Document district programs and events (e.g. video, etc.).
- Operate a variety of video, audio and computer equipment for the purpose of producing programs for broadcast, web site and e-mail distribution.
- Assist with the planning, coordination and implementation of recognition programs and special events for the purpose of ensuring the programs are run according to district expectations and guidelines.
- Maintain excellent relations with students, principals, teachers, staff, and community members for the purpose of serving as a communications liaison for schools.
- Responds to inquiries from a variety of internal and external parties (e.g. staff, parents, public agencies, etc.) for the purpose of providing information and facilitating communication among parties.
- Research media platforms for the purpose of keeping up-to-date with new technology.
- Other duties as assigned by district and school administrators.
- Available evenings and weekends as events require.