



Job Description

Job Title: Communications Department Specialist

Classification: Classified

Salary Schedule: XB7

Department: Communications

Reports To: Superintendent

FLSA Status: Exempt

Date: April 2025

Approved by : Northwest Local School District Board of Education

Job Summary:

This position supports student achievement by ensuring that the District's public information comprehensive strategy is dynamic and aligned with District goals. By facilitating the development of accurate and timely internal/external communication and information processes that contribute to and encourage community involvement in the District's efforts to meet the instructional needs of students. The specialist serves as the creative architect for all internal and external communication, including the website and social media, and leads the district-wide communication team.

Job Qualifications:

1. Bachelor's degree in Marketing, Communication, Public Relations or related field;
2. Three (3) years of experience, including communication, analytics modeling, digital social media, marketing, public relations or public information with preference to those candidates with experience in educational settings;
3. Computer expertise and experience appropriate to the position;
4. Willingness/ability to work as a team member;
5. Effective and demonstrated problem solving, critical thinking, analytical, oral and written communication, and organizational skills;
6. Valid driver's license;
7. History of strong work record, including good job attendance; and
8. Documented evidence of acceptable criminal record as required by Ohio law and



Board Policy.

Essential Duties:

1. Strategic Branding & Enrollment Marketing
 - a. Develop and implement a strategic communications and marketing plan focused on promoting the district's academic strengths, student success stories, innovative programs, and community impact.
 - b. Develop branding and messaging strategies that highlight the district's strengths, including academic excellence, extracurricular opportunities, and post-secondary success rates.
2. Public Relations & Community Engagement
 - a. Position the district as a thought leader in public education, securing media coverage that reinforces its reputation.
 - b. Establish and maintain relationships with local media, influencers, community leaders, and business partners to expand outreach and advocacy efforts.
 - c. Shape and influence public perception of the district through engagement, relationship building, and other best practice techniques
 - d. Collaborate with school administrators and teachers to amplify success stories and demonstrate the district's impact on students and the broader community.
3. Digital Marketing & Social Media Strategy
 - a. Manage and enhance the district's digital presence, including website content, social media platforms, and digital advertising.
 - b. Develop and execute targeted email and social media campaigns to reach prospective and current families, increasing engagement and retention.
 - c. Manage social media outreach, ensuring messaging aligns with the district's brand identity and enrollment goals.
 - d. Analyze digital marketing performance metrics to refine communication strategies and maximize outreach effectiveness.
4. Content Development & Media Relations
 - a. Oversee the creation and distribution of press releases, media kits, newsletters, and promotional materials that highlight the district's achievements.
 - b. Serve as a chief spokesperson along with the Superintendent for the district, managing crisis communication and media relations.



- c. Ensure all messaging adheres to privacy laws (FERPA, OCR) and reflects the district's core values.
 - d. Develop fresh and engaging story ideas to showcase student and staff accomplishments.
- 5. Operational Excellence & Compliance
 - a. Oversee website management and serve as the primary liaison with web developers.
 - b. Continuously update professional competencies and stay ahead of education marketing trends.
 - c. Ensure all communication strategies comply with state and federal regulations.
- 6. To collaborate with district leaders.
- 7. To ensure alignment in communication with district goals and priorities.
- 8. To promote understanding of the why behind our work and connect it to others through communication that reinforce the district vision.
- 9. To listen to staff, students, and stakeholders to ensure representation of all perspectives.
- 10. To ensure success through data based evaluation and reflective processes
- 11. Must be timely with completion of assigned projects and maintain organization of multiple projects simultaneously.
- 12. Maintain appropriate certifications and training hours as required.
- 13. Comply with applicable District, state, local and federal laws, rules and regulations.
- 14. Other duties may be assigned as needed.

Other Duties and Responsibilities

- 1. **Problem Solving** - Identifies and resolves problems in a timely manner; Develops alternative solutions; Works well in group problem solving situations; Uses reason even when dealing with emotional topics.
- 2. **Interpersonal Skills** - Focuses on solving conflict, not blaming; Maintains confidentiality; Listens to others without interrupting; Keeps emotions under control; Remains open to others' ideas and tries new things.
- 3. **Oral and written communication** - Communicates clearly and persuasively in positive or negative situations; Listens and gets clarification; Responds well to questions; Participates in meetings.
- 4. **Teamwork** - Exhibits objectivity and openness to others' views; Gives and welcomes feedback; Contributes to building a positive team spirit.
- 5. **Quality Management** - Looks for ways to improve and promote quality; Demonstrates accuracy and thoroughness.



6. **Diversity** - Shows respect and sensitivity for cultural differences; Promotes a harassment-free environment.
7. **Ethics** - Treats people with respect; Keeps commitments; Inspires the trust of others; Works with integrity and ethically; Upholds organizational values.
8. **Judgement** - Exhibits sound and accurate judgment; Includes appropriate people in decision-making process.
9. **Planning/Organizing** - Prioritizes and plans work activities; Uses time efficiently; Sets goals and objectives.
10. **Professionalism** - Approaches others in a tactful manner; Reacts well under pressure; Treats others with respect and consideration regardless of their status or position; Accepts responsibility for own actions; Follows through on commitments.
11. **Adaptability** - Adapts to changes in the work environment; Manages competing demands; Changes approach or method to best fit the situation; Able to deal with frequent change, delays, or unexpected events.
12. **Attendance/Punctuality** - Is consistently at work and on time; Ensures work responsibilities are covered when absent; Arrives at meetings and appointments on time.

Physical Requirements:

Physical and emotional ability and dexterity to perform required work and move about as needed in a fast paced, highly intensive work environment. *Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

Terms of Employment: 247 Days



NORTHWEST LOCAL SCHOOL DISTRICT

Title: Communications Department Specialist

Employee: _____
(print name)

This job description in no manner states or implies that these are the only duties and responsibilities to be performed by the employee of this job. The employee will be required to follow the instructions and perform the duties required by the positions supervisor, appointing authority, or designee.

(Superintendent or designee)

(Date)

My signature below signifies that I have reviewed the contents of my job description and that I am aware of the requirements of my position. I am able to perform the key functions of the position.

(Signature)

(Date)