

Communications Specialist

Job Description

To assist Communications Director in promoting a positive image for the Papillion-La Vista School District.

Key Skills

- Bachelors Degree in Communications or Journalism with a minor or emphasis in Public Relations.
- A working knowledge of webpage design.
- A working knowledge of Public Relations and media relations. Hands on experience a plus.
- Proficient in desktop publishing (including; PageMaker and/or In Design, Photoshop).
- Proven ability to handle multiple projects at one time.
- A working knowledge or strong desire to learn video production.
- Highly creative individual with excellent problem-solving and project management skills.
- Exceptional written and verbal communication skills.
- Positive, professional, and friendly communication skills.
- Ability to quickly pick up new concepts and work with minimal supervision.

Responsibilities:

1. Assists with the development of a district wide internal and external communication plan. Works with the Director of Communications to implement and maintain that plan.
2. Publishes monthly Community Connection as a resource for nonprofit agencies to distribute flyers.
3. Assists with the publication of all district communication tools including the employee newsletter, the Talk of Tuesday, the Annual Report and district brochures.
4. Designs layout and graphics for all District communication.
5. Assist in production of local cable access program.
6. Assist with oversight of content and design of District webpage.
7. Maintains a biography and picture file of key district personnel.
8. Prepares district press releases, story ideas and weekly news articles.
9. Assists in the coordination of all employee recognition awards and planning of recognition activities.
10. Establishes and maintains archive files for the district. Including historical information such as key events, building histories, former Board of Education members and Superintendents and of programs.
11. Serves as an information resource for the general public. Responsible for distribution of information packets and answering general questions.
12. Maintains an up-to-date map of school district boundaries.
13. Assists in the planning and organization of special events.
14. All other duties as assigned by the Director of Communications.

Terms of Employment: 12 month, 260 day contract.