

Madera Unified School District

Position: Communications Technician

Department: Accountability & Communications

Reports to: Executive Director of Accountability
& Communications

Job Description

Classification: Classified

Salary Schedule: Classified

Salary Range: 23

FLSA: Non-Exempt

PURPOSE STATEMENT

Under general supervision, the Communications Technician will support the development of school level communication, promotional and marketing collateral, and materials, which will be used to market school programs and activities. This includes but is not limited to the day-to-day operations of school websites, social media, video, and graphic creation.

ESSENTIAL FUNCTIONS

- Creates written content and designs graphics with the purpose of keeping the community informed in an easy-to-understand manner, which includes content creation, design and layout of various publications and marketing material (Digital and Print).
- Manages the day-to-day operations of the school websites as well as ongoing maintenance and updates.
- Ensures the functionality, navigation, and overall performance meets the needs of our school/district.
- Assures that the schools' website design is attractive, professional, informative, error-free, and intuitive.
- Works closely with the Principal, Vice Principal, Administrative Assistant, and other staff to support school communication activities.
- Assists with maintaining and updating the school social media accounts, if needed.
- Assists with the school and/or District's adopted communication platform, supporting the development of weekly school newsletters and other critical communications.
- Participates in unit meetings, in-service training, workshops for the purpose of conveying and/or gathering information required to perform functions and for ongoing professional development.

OTHER FUNCTIONS

- Performs other related duties as assigned for ensuring the efficient and effective functioning of the work unit.

KNOWLEDGE, SKILLS AND ABILITIES

Knowledge of:

- Communications media and their most effective uses, including print, radio, and television. Appropriate media contacts regarding given issues and circumstances.

- Utilization of social media and other.
- Oral and written communication skills.
- District organization, operations, practices, objectives, and goals.
- Strong proficiency in Microsoft Office, Adobe Photoshop Professional, iMovie, and other Software Applications.
- Familiar with utilizing infographics in the development of marketing materials.
- Correct English usage, grammar, spelling, punctuation, and vocabulary.

Skills and Abilities to:

- Ability to handle basic web programming, including knowledge of HTML and CSS.
- Experience in working with Word Press.
- Be able to meet strict deadlines and commitments.
- Be able to adapt and pick up new skills quickly.
- Have good interpersonal and communication skills.
- Recognize and value the importance of customer service.
- Be thorough and precise in your work and have excellent follow-up.
- Capable of performing a variety of tasks.
- Capable of motivating and organizing others.
- Have strong attention to detail and be highly organized.
- Technologically proficient.
- Social Media Savvy.
- Model responsible social media protocols and correct grammar.
- Graphic design skills i.e., Adobe Suite programs (Mainly Photoshop, Illustrator, and Premiere Pro).
- Good writing skills.
- Knowledge of video journalism and photography.
- Communicate effectively and courteously with contacts within and outside the District.
- Implementation of ADA website compliance WCAG2.0 standards and maintenance of the school websites that level.

RESPONSIBILITY

Responsibilities include working under limited supervision using standardized practices and/or methods; managing a team; and monitoring budget expenditures. Utilization of significant resources from other work units is sometimes required to perform the job's functions. There is a continual opportunity to affect the organization's services.

WORKING ENVIRONMENT

The usual and customary methods of performing the job's functions require the following physical demands: some lifting, carrying, pushing, and/or pulling; and significant fine finger dexterity. Generally, the job requires 40% sitting, 30% walking, and 30% standing. The job is performed under minimal temperature variations and in a generally hazard free environment.

MINIMUM QUALIFICATIONS

Experience: One (1) year of work experience in communications or related field (i.e. graphic design, marketing, video production, journalism, etc.). Some work experience in a public setting is desirable.

Education: High School Diploma or equivalent; or and an Associates of Arts Degree in a related field from an accredited college or university is preferred.

OR

An equivalent combination of education, work experience, and certifications that demonstrates possession of the requisite knowledge, skills, and abilities of the position may be substituted.

REQUIRED TESTING

- Pre-employment Proficiency

CONTINUING EDUCATION

- Maintain as needed

CERTIFICATES/LICENSES

- Valid California Class C Driver's License

Clearances

- DOJ/FBI Background
- TB Skin Test
- Physical Demand (B)