



Longview Independent School District

JOB DESCRIPTION

COMMUNICATIONS SPECIALIST

JOB TITLE:	Communications Specialist	WAGE/HOUR STATUS:	Exempt
REPORTS TO:	Assistant Superintendent, Human Resources and Community Relations	TERMS:	226 Days
DEPARTMENT:	Community Relations	PAY GRADE:	Professional 1

PRIMARY PURPOSE:

Coordination of community resources available to Longview ISD; seek out, research, and utilize such resources in an effort to improve student achievement and improve parental involvement; resources include, but are not limited to, volunteers, the business and faith community, organizations, parents, and interested community members

QUALIFICATIONS:

Education/Certification:

Bachelor's degree, preferred

Special Knowledge/Skills:

- Demonstrated skills in writing, proofreading, editing and desktop publishing
- Excellent public relations, organizational, communication and interpersonal skills
- Ability to read and comprehend instructions, short correspondence and memos
- Ability to perform a variety of tasks often changing assignments on short notice with little or no direction
- Ability to use software to develop spreadsheets, perform data analysis and do word processing
- Ability to maintain accurate and auditable records
- Ability to meet established deadlines

Experience: Five years journalism or communication experience

MAJOR RESPONSIBILITIES AND DUTIES:

1. Coordinate volunteer activities district-wide (obtaining, training, and evaluating)
2. Coordinate collection and processing of required paperwork for volunteers, criminal history checks, etc.
3. Provide assistance to the coordinator of public relations



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MAJOR RESPONSIBILITIES AND DUTIES: (continued)

4. Direct special projects to improve community knowledge about the district
5. Coordinate GLOBE volunteer activities
6. Coordinate activities related to the Little Log School House
7. Collate and maintain a list of current and past volunteers
8. Assist and promote the district's PTA program
9. Assist campus level administrators with the establishment and maintaining of effective volunteer programs
10. Conduct an annual evaluation of the volunteer program
11. Promote the district's volunteer program among local businesses, civic, and community organizations, and the community at large
12. Coordination of Adopt a School Partnership for LISD
13. Provide support and training for improved parent involvement district wide
14. Investigate effective programs in other districts to aid in growing the volunteer and parent involvement programs in LISD
15. Ensure that public information activities contribute to the attainment of district goals and objectives
16. Design, prepare, and edit district publications including newsletters, recruitment brochures, programs for special events and other publications
17. Develop and publicize reports related to the performance of the district and articulate district goals and objectives
18. Comply with district policies, as well as state and federal laws and regulations
19. Adhere to the district's safety policies and procedures
20. Maintain confidentiality in the conduct of district business
21. Must be able to perform the essential functions of walking and interacting with students and/or district employees in the specific work site assigned (classroom or office setting)



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MAJOR RESPONSIBILITIES AND DUTIES: (continued)

- 22. Demonstrate regular and prompt attendance
- 23. Other duties as assigned

SUPERVISORY RESPONSIBILITIES: None

EQUIPMENT USED:

Copier, personal computer and appropriate software, typewriter, printer, calculator, fax machine and audio-visual equipment

WORKING CONDITIONS:

Mental Demands:

Reading, ability to communicate effectively (verbal and written); maintain emotional control under stress; coordinate district-wide curriculum functions; interpret policy, procedures, and data

Physical Demands/Environmental Factors:

Frequent standing, walking, stooping, bending, kneeling, pulling, pushing, lifting, carrying; moving small stacks of textbooks, media equipment, desks, and other classroom equipment; repetitive hand motions; prolonged use of computer terminal possible; occasional district-wide travel; occasional state-wide travel; frequent prolonged and irregular hours; possible biological exposure to bacteria and communicable diseases; specific vision abilities required by this job include close vision, distance vision, peripheral vision, and the ability to adjust focus.

EVALUATION:

Performance of this job will be evaluated annually in accordance with provisions of the board's policy of evaluation of administrative personnel.

The foregoing statements describe the general purpose and responsibilities assigned to this job and are not an exhaustive list of all responsibilities and duties that may be assigned or skills that may be required. This job description is not an employment agreement or contract. The administration has the exclusive right to alter this job description at any time without notice.

Printed Name: _____

Signature: _____ Date: _____

ESTABLISHED/REVISED DATE: MAY, 2020